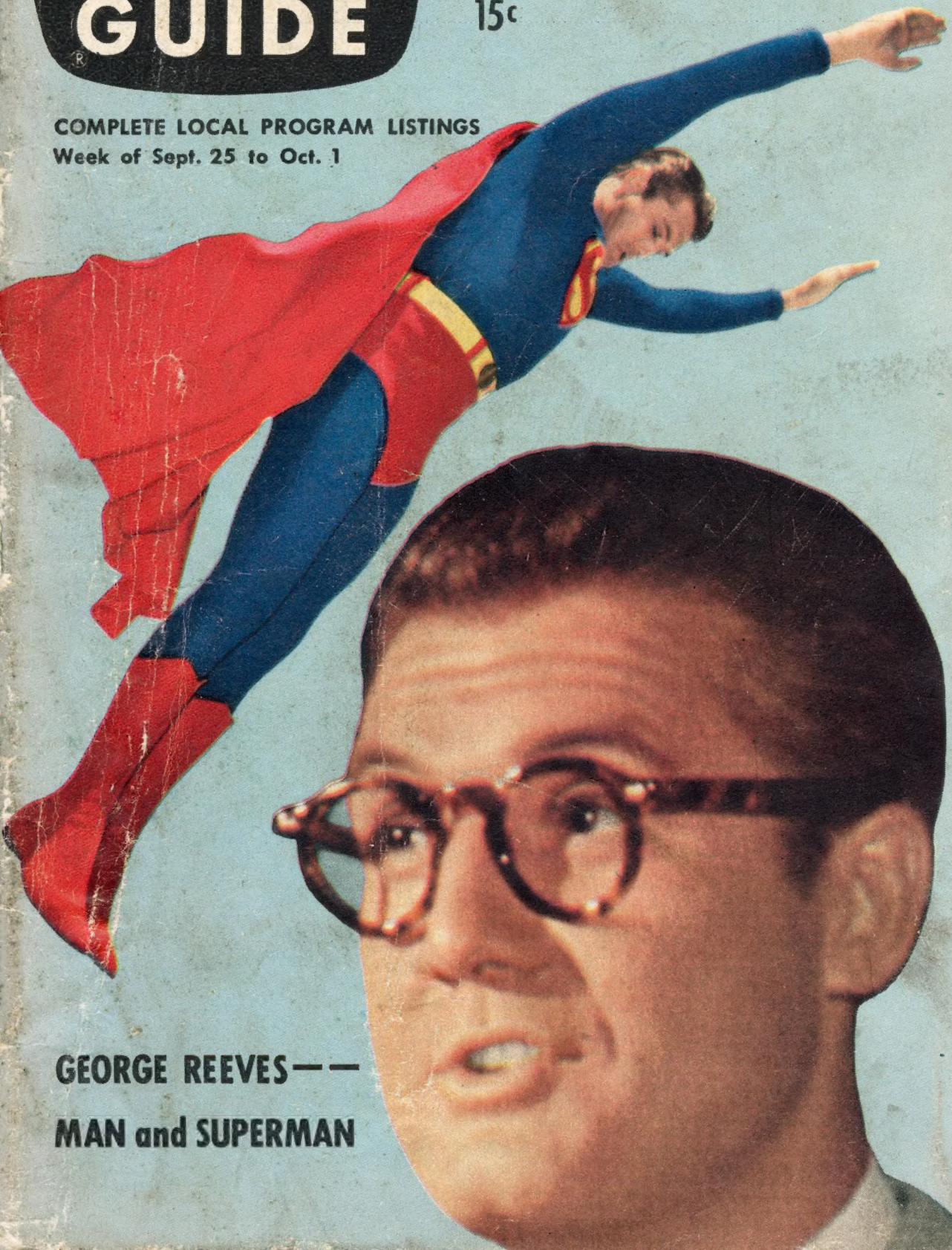
Can Sportscasters Spot A Curve?

MLA

VIEWING GUIDE TO WORLD SERIES

15c

COMPLETE LOCAL PROGRAM LISTINGS
Week of Sept. 25 to Oct. 1



GEORGE REEVES——
MAN and SUPERMAN

RCA's newest!

Famous for the finest in radio, recorded music, television, air conditioning! . . . now RCA proudly presents the newest member of the family . . . the beautiful RCA Estate Gas and Electric Ranges. See them at your dealer's first chance you get!

THE RCA ESTATE RANGE

Grills, Bakes, Barbecues . . . all at once!

. . . *Plus Automatic Cooking*

RCA ESTATE APPLIANCE CORPORATION, HAMILTON, OHIO

A Radio Corporation of America Subsidiary

OUR 111TH YEAR

See RCA Estate on NBC-TV—Molly Goldberg Show every week. Hear Tony Martin Sunday nights . . . NBC Radio.

TV Teletype*

NEW YORK Bob Stahl reports:

BING CROSBY, after much hesitation on the brink, has finally taken the TV plunge. It's definite now that he'll do several shows in the FRED WARING-General Electric Film Theater time period Sunday nights on CBS. The exact dates have not yet been decided.

* * *

Looks definite for ETHEL MERMAN to do at least two starring roles on Comedy Hour this season . . . Because EDDIE CANTOR guested on JACK BENNY's show last year, BENNY will reciprocate by guesting on CANTOR's first appearance on Comedy Hour this year, Oct. 18 . . . PAUL WINCHELL has signed to do recordings for Mercury Records.

* * *

BILL (HOPALONG CASSIDY) BOYD tops the list of headliners who will appear in Macy's annual Thanksgiving Day Parade in New York. The parade will be televised by NBC . . . Preceding New York's shindig, NBC will telecast Gimbel's 33rd annual Thanksgiving Day Parade from Philadelphia. ROY ROGERS and KUKLA, FRAN and OLLIE will head the Philadelphia festivities.

* * *

TEX McCRARY's all-out backing of PRESIDENT EISENHOWER in last year's campaign has resulted in a new TV program, The President's Week. A Sunday afternoon quarter-hour, it will have film clips of IKE in action, as well as a big-name guest . . . MEL ALLEN, sportscaster, is penning a book of sports anecdotes titled "How About That."

* * *

DEAN MARTIN and JERRY LEWIS planning a fun-filled travelog based on their recent trip to Europe for their first show of the season Oct. 4. The comedy team are revising their format this year, featuring more ad libs and wide-open clowning . . . JANE FROMAN shooting golf again for the first time since her clipper crash during the war.

* * *

It's still indefinite, but there's a good chance that Garroway at Large may wind up in the Friday night at 8 period on NBC. The Dennis Day Show would be moved to a different evening . . . BISHOP FULTON J. SHEEN bringing out a book to include all his talks from last season's Life Is Worth Living show. It's slated for publication Oct. 15 by McGraw-Hill.

* * *

The famed Sadlers Wells ballet troupe from England may appear on Your Show of Shows after the completion of their New York run . . . Hall of Fame planning a one-hour version of Shakespeare's "King Lear." It will star LOUIS CALHERN, who played the title role in the recent Broadway production. An adaptation of THOMAS WOLFE's "Of Time and the River" is also slated for that show.

**Trade-mark registered by Teletype Corporation*

(Hollywood Teletype on page 12)

as we see it

Britain is about to take the plunge into commercial television—well, almost. The Government there will set up a new TV service that will accept and telecast advertising, but will not permit sponsorship of programs.

Presumably, then, Government employees will select and produce the programs and every so often there will be spot announcements from advertisers. This will differ from the present setup in which Government employees select and produce the programs and there are no spot announcements from advertisers. Anyway, viewers there will finally have a choice of two channels.

Earl de la Warr, British Postmaster General, whose department is in charge of mail, telephones and telegraph besides radio and television, says, "There is a world of difference between accepting advertising and sponsoring. The press accepts ads, but they remain responsible for their own news columns . . . We are not going to adopt the American system of dependence upon sponsoring."

The good Earl apparently didn't consider that the press is an information medium and TV is primarily an entertainment medium. Nor did he see fit to mention that the press is not Government-controlled as is his British Broadcasting Corporation.

The American system he dislikes is private enterprise. Under that system the viewer, by accepting or rejecting a program, eventually decides what he is to see on television. The choice is not made for him by a network, a sponsor, or a Civil servant. If a sponsor's show does not attract an audience or sell goods, a new show, one that does please the audience and sell goods, must be found.

We don't care too much whether or how the British get advertising on television, but let them stop knocking our system, which is doing pretty doggoned well.—*M. P.*

TV GUIDE

Contents

SEPTEMBER 25, 1953 • Vol. 1, No. 26

COMPLETE PROGRAMS Week of September 25-October 1

See Index Facing Page 12

TELETYPE

New York 3
Hollywood 12

ARTICLES

How They Make Superman Fly .. 5
Santa Claus On Your TV Set ... 8
In The Cast: Durward Kirby 14
Third-Graders Look At TV 20

PICTURE STORY

Holiday In Hawaii 10

CLOSE-UP

Bob And Ray 15

REVIEWS

TV SoundStage 22
Down You Go 23

SPORTS

Sportscasters vs. Red Smith 18

WOMEN IN TV

Roxanne Models The New Sweaters 13

COLUMN

Fine Tuning 23

Walter H. Annenberg,
Editor and Publisher

TV GUIDE is published weekly by Triangle Publications, Inc., 333 South Broad Street, Philadelphia 7, Pa. Kingsley 6-0807. Entered as second class matter at the Post Office at Philadelphia, Pa. Subscription Rates: in the United States 1 year $5.00, 2 years $8.00, 3 years $11.00, single copy 15c; in Canada 1 year $6.00, 2 years $10.00, 3 years $14.00; in Pan-American Countries 1 year $7.00, 2 years $12.00, 3 years $17.00; in other Foreign Countries 1 year $8.00, 2 years $14.00, 3 years $20.00. Copyright 1953 by Triangle Publications, Inc.

HOW THEY MAKE SUPERMAN FLY

It's a film trick, kiddies, so don't try any take-offs

IT IS a mark of the deepest affection that the production crew which earns its daily bread by shooting the *Superman* TV film series refers to its star, George Reeves, as "Stuporman." In any other business, this would be insulting. In Hollywood, it is the accolade.

Reeves, a man who looks a good deal younger than he is, is as good-natured a hero as is extant in TV today. He carries the *Superman* role on his broad shoulders with a delicate sense of balance, kidding himself when among adults but taking it dead seriously when among the younger fry. To him, *Superman* is a cross between a job and a dedication. The same sense of dedication, inspired by Reeves' own genuine feeling on the subject, is evident in the attitude of the crew when one of them says, "Well, let's get Stuporman into his rig and get moving."

They're kidding on the square, ashamed to admit baldly that they go for this business of playing hero to the kids, yet at the same time sharing a secret satisfaction in knowing they

◀ It's easy: Producer Whit Ellsworth tests the springboard, then *Superman* bounces when cue is given and, at top, he flies.

have a part in doing exactly that.

It is perhaps a commentary on our souped-up way of life that something dedicated to the kids of our time can be turned out on an assembly-line basis with little or no "heart" deliberately injected into the proceedings. An A. A. Milne could sit down at his leisure, turn his thoughts to the happy-faced little tykes of his era, and then lovingly pen his stories about Christopher Robin and Sir Edward Bear and Roo. *Superman,* with a five-films-in-two-weeks shooting schedule staring it in the face, has no time for such airs. The button is pushed, the script is ground out, the cameras turn and another *Superman* film is finished.

Youngsters Most Important

The indefinable "heart" of the show springs from Reeves himself and from Whit Ellsworth, the producer. Contrary to some opinion, Hollywood is not entirely populated by pompous oafs and dollar-mad sharpshooters. Reeves and Ellsworth, while not at all averse to turning a profit from the venture, are genuinely concerned with the influence *Superman* has on a generation of youngsters to whom Tom Swift is an old-fashioned fuddy-duddy who couldn't do anything more sensational than make a motorcycle or a flying ship or a submarine—sheer child's play in these hectic times.

Reeves and Ellsworth are chiefly concerned at the moment with the tendency of more than one youngster to take up solo flying as an avocation. If *Superman* can do it without wings or other visible means of support, so can they — with disastrous results. Thus the *Superman* crew is now rushing to completion a film short in which Reeves, as *Superman,* explains that only he has the power to fly and that no one else must ever try it.

Actually, of course, Reeves' flying stunts are simplicty itself to anyone even vaguely familiar with the theater — which automatically must include anyone who ever saw Maude Adams or Betty Bronson fly cumbersomely about the premises in their stage presentations of *Peter Pan.* Hollywood has improved on the original with the use of trick photography, produced almost entirely in the laboratory — and Reeves' dramatic entrance into a scene more often than not is accomplished by the simple expedient of having him stand on a five-foot ladder just out of camera range and leap easily into the proceedings. The power of suggestion makes the illusion quite complete, particularly to the youngsters.

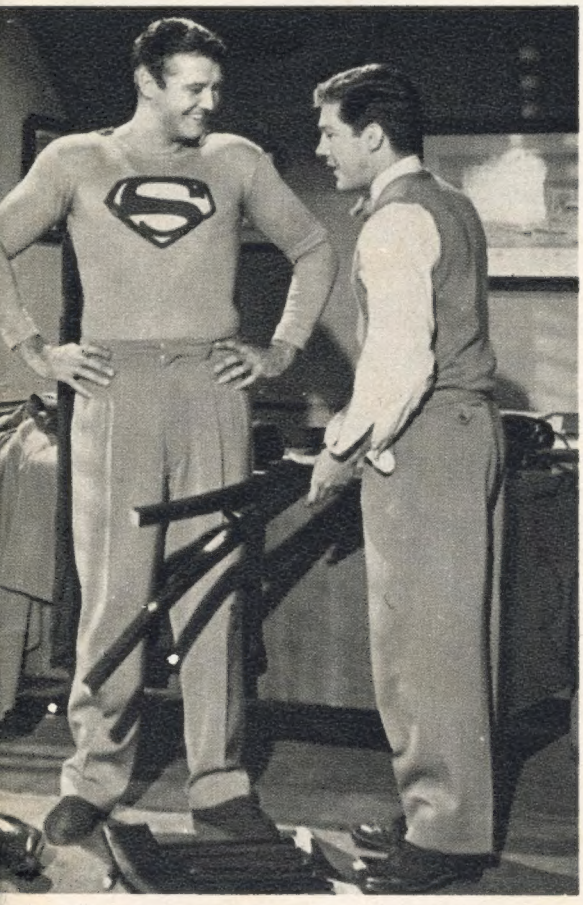
Reeves Isn't Weapon-proof

Reeves' toughest problem, oddly enough, is that of making personal appearances. Because *Superman* is supposed to be impervious to such things as bullets, knives and other weapons, he is a natural proving ground for the younger inquiring mind. Also naturally, Reeves wants no part of such field tests and has had

Superman checks with Head Cameraman Hal Stine, left, and Director George Blair.

to decree that his personal appearances as *Superman* be made on-stage in a theater, where he at least has a sporting chance to catch any sharp-honed or blunt-edged objects that might be tossed at him in a purely scientific but at the same time highly dangerous manner.

Based on the long-popular comic strip of the same name, *Superman* deals with the activities of *Clark Kent* and *Lois Lane,* star reporters of *The Daily Planet,* who keep running into crime and other adventure stories



Reeves explains stunt to Jack Larson, who plays role of cub reporter in film.

which invariably need the valiant services of *Superman. Kent,* of course, is *Superman* in disguise, which explains how *Superman* always seems to know precisely where he's needed.

Lois Lane, Kent's sidekick in these matters, is currently being played by Noel Neill, who played the same role in the original motion picture serial version of *Superman.* Phyllis Coates, however, had the part for the first 26 films, which are still making the rounds in many cities. *Jimmy Olsen,* the inevitably confused cub reporter, is played by Jack Larson, while a veteran character actor, John Hamilton, roars pleasantly through the series as *Perry White,* editor of *The Daily Planet.*

Reeves himself, the two-ply star of the proceedings, is a thoroughly likeable man with a ready grin, a keen sense of humor and no illusions about his importance in the TV hierarchy.

In between his *Superman* chores, he has appeared recently in such pictures as *The Blue Gardenia, Bugles in the Afternoon* and *From Here to Eternity,* as well as in a number of TV dramatic films. *Superman* he takes genially in stride, albeit with a strong undercurrent of responsibility to the kids. He has given up smoking, believing that *Superman* should never be seen with a cigaret—and not trusting himself to confine his smoking behind closed doors.

He also makes a point of never being seen with a girl, an even more difficult proposition considering that he is an attractive bachelor.

The inside story of DRAGNET

What's Jack Webb really like when he's *not* Sgt. Friday? How do they make DRAGNET so true to life? Don't miss the behind-the-scenes story, *The Cops' Favorite Make-Believe Cop* in *this week's issue, now on sale.*

A CURTIS PUBLICATION

The Saturday Evening POST

September 26, 1953 - 15¢

Santa Claus

ON YOUR TV SET

Warren Hull with youngsters on *Strike It Rich* program.

"I wish I wuz a whipped cream pie, As gooey as can be; I wish I wuz a whipped cream pie, On Ladies Date *I'd be."*

For this literary effort Mrs. Edythe Guzik, of Jackson Heights, N. Y., received first prize in a *Ladies Date* jingle contest—a $400 chrome and porcelain gas range.

Her experience is typical of the way in which many viewers are discovering the "Santa Claus" in their TV sets.

Over at *Strike It Rich,* where as much as $9000 a week could be picked up ($400,000 was given away last year), Warren Hull asks money-backed questions.

The Big Payoff, replacing the *Colgate Comedy Hour* this summer, upped the afternoon ante of $7000 in merchandise to $10,000. In a year and a half on TV, Emcee Randy Merriman and Bess Myerson have handed out $750,000 worth of clothes, plus 52 mink coats, 104 round trips to Europe and 25 automobiles.

On *Break the Bank,* where the bank holds any amount from $500 to $13,000, the payoff is for answers to questions.

A typical question involved naming the one-time ambassador to Spain who was married to Lillian Russell. A Pittsburgh man broke the bank with this one. It was Ambassador Alexander T. Moore, also from Pittsburgh.

On *Two for the Money,* conducted by Herb Shriner, the average combined take for three couples is $1500, but recently, two Navy men walked off with $3600.

Although the questions are easy, contestants are haunted by the ticking of a clock and the sounding of a buzzer when they are wrong. One man slowed himself down considerably when, in listing words rhyming with tune, he said, "Moon, spoon, and if you'll pardon the expression, spittoon."

The real fun quiz, *You Bet Your Life,* the sixth most popular TV show in the country, achieved its status because of Groucho Marx. Money is incidental to Groucho's wit.

In the past year, two sets of contestants, unshaken after a bout with the master, walked off with over $6000 each from the jackpot alone. Most people. however, "break up" in the entanglement. Typical quip: Bachelor: "I've been cooking for 56 years." Groucho: "You must be pretty well done by now."

Or: Airline pilot: "I've just imported 56 harem girls to an Arab sheik."

Groucho, "It must have been thrilling to see 56 girls take off."

The pilot: "The proper pronunciation of the word *sheik* is *shake.*"

Groucho: "With 56 girls, I'd think it would be shock."

This brand of humor is scarcely in the same league with that of a show on which an emcee smeared with whipped cream is considered the funniest sight of the day. But if you plan to supplement the family income through giveaways, the smaller the show, the greater your chance.

Money For Problems

A number of other shows, some of them new, are adding to the flow of money from television. *On Your Account,* with Win Elliot as master of ceremonies, presses cash on people with problems. *Beat the Clock,* with Bud Collyer and Roxanne, is one of the game-type giveaways with merchandise and money as prizes.

Fred Allen's new show, *Judge For Yourself,* introduces talent-judging as a contest and has up to $2000 in prizes. *Name That Tune,* with Red Benson and Vicki Mills, uses musical clues. The new Jan Murray show, *Dollar A Second,* is a quiz in which the contestants race against time.

Bert Parks hands out the cash on *Double Or Nothing* and Jack Smith does the honors on *Place The Face,* although apart from the cash they are widely different shows. Bud Collyer also has introduced a new one, *On Your Way.*

Not Everybody Wins

The theory that giveaways shower loot about at random is debunked by the fact that most of them, like all other TV productions, are carefully budgeted. The big payoff, for instance, occurs once in every two to three weeks, or to one out of every 40 contestants. Bank-breakers fare about the same. Conceivably, any contestant could have the answer to any question. But as one giveaway's press agent said, "When we're over our budget, a contestant's chance of knowing the answer to the big money question is on a par with knowing the serial number on the $5 bill in my wallet."

To see the REAL LIFE of Riley, change to this new G-E Tube

Wm. Bendix, Star of "The Life of Riley", Fridays on NBC-TV

● Overnight, swap eye strain for better-than-new picture clarity. Have a G-E Aluminized Tube put in your old TV. Costs little. Brightness up 100%. Blacker blacks, whiter whites. Only a G-E Aluminized Tube gives so much picture contrast. *Tube Department, General Electric Co., Schenectady 5, New York.*

ALUMINIZED TUBE

Call the serviceman who handles G-E Tubes. He'll make this amazing changeover quickly and economically.

You can put your confidence in—

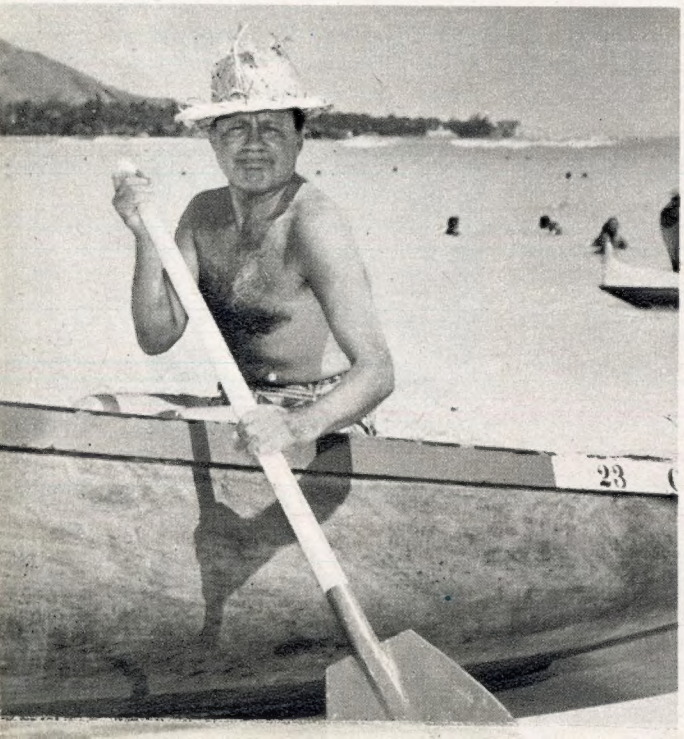
GENERAL ELECTRIC

Grass skirts and ukes: George and Jack give it their best Hawaiian treatment.

The beach boys: Jack denies his trunks are made from Bing's discarded shirts.

Holiday in HAWAII

Jack is paddling his canoe on dry land just to show he can do it the hard way.



This is easier: Jack explains that he's just fiddling around while George burns.

Shuffle off to Buffalo: the routine is familiar for two veteran vaudevillians, but Jack and George will find it's a long way from Waikiki Beach to New York State.

Two of the Nation's greatest comedy teams, George Burns and Gracie Allen and Jack Benny and Mary Livingstone, spent vacations together at the Royal Hawaiian Hotel in Honolulu.

When George and Jack hit the beach, all Hawaii braced itself for a new high in comedy antics. But it turned out that, when clowning for their own amusement, the million-dollar comedians do just about the same stunts as the rest of us. The cameraman caught a fair sampling.

As George said to Jack: "We're here just for fun. What do they want us to do, bring our writers along?"

Mary Livingstone, left, and Gracie Allen join their husbands: Jack was back in time to do his September 13 show, George and Gracie's new series will begin October 5.

TV Teletype / CONTINUED FROM PAGE 3

HOLLYWOOD

Dan Jenkins reports:

MARY SHIPP, the Miss Spalding of the now dormant Life With Luigi show and wife of CBS Vice-President HARRY ACKERMAN, is the final choice for the Jane Stacy role in My Friend Irma, replacing CATHY LEWIS . . . IDA LUPINO, JOAN FONTAINE and EDMUND O'BRIEN will star alternately in a series of 39 new TV films called Port of Call, a glorified guided tour of the cities of the world. Much of the background film has already been shot.

* * *

EDGAR BERGEN, one of the original big-name TV film enthusiasts, will do the bulk of his six CBS-TV shows this season on a live basis. He says the canned laughter of filmed comedy shows changed his mind . . . MARTHA RAYE's first monthly NBC-TV show in the CAESAR-COCA Saturday night spot will feature MARGARET TRUMAN and ROCKY GRAZIANO as guests.

* * *

PATRICE MUNSEL will make 13 operatic TV films in Italy . . . WANDA HENDRIX and BILL LUNDIGAN are being sought to star in a Kerry Drake feature picture, after which they would take the same roles in a subsequent TV film series . . . BURT LANCASTER has been set for the October 4 MARTIN & LEWIS Comedy Hour, with FRANK SINATRA inked in for JIMMY DURANTE's Nov. 8 show.

* * *

Hollywood Director EDDIE BUZZELL will direct the first three MILTON BERLE shows, then returns here to start a new film series, Third Girl From the Right . . . ALAN YOUNG and NBC-TV are in the serious talking stage . . . Gross-Krasne Productions are now casting for a new Lorelei in the Big Town series, JANE NIGH quitting in favor of motherhood.

* * *

Republic Studios clearing the decks for production of TV films on its own lot, first major movie studio to announce such plans. Seven independently-produced film series already are being shot there . . . BING CROSBY ENTERPRISES, producers of Rebound and Crown Theater, have suspended TV film production "indefinitely."

* * *

GORDON MAC RAE has set up a corporation to produce a film series of his own now that he's out from under his Warner Bros. contract. Warners, incidentally, now have only five stars under exclusive contract . . . RCA-NBC will have sunk no less than $25,000,000 into color TV by the end of this year.

* * *

DAVID NIVEN and CHARLES BOYER have wound their season's Four Star Playhouse chores in advance, freeing NIVEN to make a picture in London and BOYER to play the lead opposite MARY MARTIN in "Kind Sir" on Broadway, opening Nov. 4 . . . SEYMOUR BERNS, an old Hollywood hand, is directing the Red Skelton Show on CBS-TV.

Chicago Teletype

TV's Week: Among the new stations mushrooming up along the coaxial cable is WICS, Channel 20, Springfield, Ill. Chicago TV alumnus Milt Friedland, formerly of WBKB and WBBM-TV, is general manager. WICS expects to launch operations Oct. 1 as an affiliate of all four networks.

Moro

Barbara Moro, the gone but not forgotten girl at WBKB, is again punching in at Channel 7. Babs has replaced Don Dowd as commercial announcer on *The Childcraft Show.*

Belated kudos to auto magnate Jim Moran whose efforts in behalf of the City of Hope netted $105,421 during the Labor Day Telethon on WGN-TV.

Don't blame them if the *Super Circus* cast seems a little more exuberant than usual on their Oct. 4 telecast. They'll be celebrating their fifth TV milepost.

Eloise Kummer, Chicago radio actress, has been signed to replace Paula Huston in the Nancy Bennett role on WNBQ's serial, *The Bennetts.* Also added to the cast are Helen Stenborg and Barnard Hughes, man and wife acting team who have been Tenthouse Summer Theater regulars for several years.

WBKB's ceaseless search for new talent has resulted in the signing of two more local performers: Sally Stewart, auto-harpist and folk singer, and Buddy Moreno, guitar-playing vocalist.

Advance Tips on Shows: Francois Pope is readying some fancy dishes for network consumption. He'll have a 10 AM Saturday spot, starting Oct. 3 on NBC's owned and operated stations in Washington, Cleveland, N. Y. and Chicago.

NBC has finally filled its Monday night void opposite *Lucy.* Network execs are inserting their boy wonder, Dennis Day, to try his hand at deflating Lucy's sky-high ratings.

Studs Terkel and Chet Roble are switching their setting from a bistro to a warehouse. Their Monday night time on WBKB will be taken over Oct. 5 by a newsreel, *Page One, News and Sports.* But Studs and Chet are bouncing right back for a new sponsor, same channel, in another time slot, undetermined at press time.

Day

contents of chicago edition

PROGRAMS

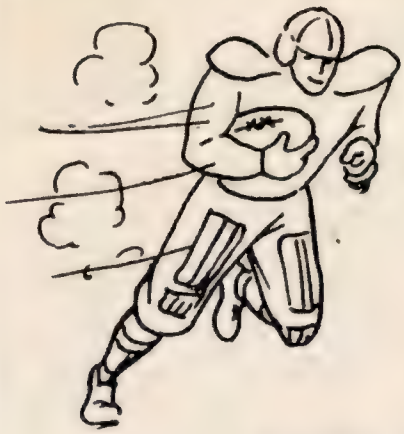
Chicago
- Weekday Mornings . . . A-10
- Friday, Sept. 25 . . . . . A-12
- Saturday, Sept. 26 . . . A-16
- Sunday, Sept. 27 . . . . A-20
- Monday, Sept. 28 . . . . A-28
- Tuesday, Sept. 29 . . . . A-32
- Wednesday, Sept. 30 . A-36
- Thursday, Oct. 1 . . . . . A-40

Milwaukee A-44

FEATURES

Chicago Teletype A-1
Jack Mabley A-3
Midwest Football Outlook A-4
Mollycues A-6
Letters To The Editor A-6
TV Movie Guide A-7
Sportscast A-9
The New Show A-11
Chub McCarthy A-20
Service Directory A-33

General and Editorial Offices: 731 South Plymouth Court, Chicago 5, Illinois
Advertising Offices: 6 North Michigan Avenue, Chicago 2, Illinois
All Phones: WAbash 2-0366 • Expiration Number 273



RUN, PASS OR PUNT?

GET THE ANSWER
ON THE

CARDINAL QUARTERBACK CLUB

EVERY MONDAY—9:30-10:00 P.M.

and for

SPORTS THRILLS

DON'T MISS

BILL STERN

on

THE BIG PLAYBACK

EACH SATURDAY—8:45-9:00 P.M.

Sponsored by

ETHYL CORPORATION

Take a good look at the "new look" on ABC-TV

Channel WBKB 7

ABC Television Network

TELEVISION AT ITS BEST

by JACK MABLEY

As a victim of the nation's education system in the 20's and 30's, I was exposed to the multiplication table, The Declaration of Independence, the sex life of a bean, Shakespeare, and *The Canterbury Tales.*

None of them took. I particularly resented Chaucer and Shakespeare because they made even less sense than the multiplication table. And the teachers got kind of crabby because they weren't getting across.

This leads to the middle age—mine—and the *TV Playhouse* which is aired on NBC Sunday nights. They presented *Othello,* by William Shakespeare, and for the first time I felt the full power of this man's writing. It's my hope and belief that millions of other lowbrows enjoyed this invigorating experience.

I have no criterion by which to judge the performances in *Othello.* By the standards with which I am familiar—television acting—I have never seen finer acting on the air.

The production of Shakespeare for the masses is an ambitious undertaking. I saw Mickey Rooney and Olivia De-Havilland in *Midsummer Night's Dream* in the old Auditorium Theater. It was quite large. Laurence Olivier's movie of *Hamlet* was enhanced by the tremendous sets, artistic photography, the color, and the beauty of Jean Simmons.

The production of *Othello* on Sunday night was unusually simple. The set was large, but dramatically plain. The burden was entirely on the actors. It's difficult to imagine them doing any better.

Well, I'm always squawking about the bad writing on TV. If Shakespeare's the answer, let's have more.

I have caught up with a relatively new program called *My Son Jeep,* which for some reason reminds me of the old Warner Brothers movies when Eugene Pallette always played the rich father of the heroine, Frank McHugh was the Irish cop, and Pat O'Brien the football coach.

My Son Jeep is just as stereotyped in its characterizations. A Eugene Pallette libeled all bank presidents by playing a bank president. There was a Marjorie Main as the philosophical old housekeeper, and a few other standards. It was a nice bit of fluff, particularly suitable for juveniles.

Another look at Fred Allen's new show, and I'm afflicted with a renewed determination to go down as the nut who liked Fred Allen and *Super Ghost* on television. I just enjoy sitting and listening to Allen, trying to guess which of his jokes are written and which are ad lib ad libs. That other garbage that clutters up the program is merely a relief from Allen. We wouldn't want to listen to Allen for half-an-hour steady. Or would we?

STEAK

Meet at the Piano Bar
College Inn
Cocktail Lounge

FRANK YORK
and his famous
strolling violins at dinner

DANCING FROM 9
RESERVATIONS: FRANKLIN 2-2100

COLLEGE INN
PORTERHOUSE

THE
SHERMAN
CHICAGO'S MOST CONVENIENT HOTEL

Drive right into the Hotel Sherman
RANDOLPH, CLARK AND LASALLE STREETS

MIDWEST FOOT

Michigan State Looms as

ONE of the oldest axioms in sports has it that you can't pick against a winner, and on that basis, I have to select Michigan State, the nation's number one team last year, to dominate the Big Ten now that the school begins conference competition.

Certainly it would be hard to go against a team that hasn't been defeated or even tied since early in the 1950 season and has hung up the spectacular record of 24 straight victories.

With such stars returning as quarterback Tom Yewcic, whose brilliance as a field general and a passer won him national recognition last year, the Spartans seem set in the backfield. Also State won't suffer too much up front where Biggie Munn will have an all-veteran forward wall.

Yes, the Spartans look to be too-quality deep to suffer many, if any losses, despite the fact that as usual the team's schedule will be an arduous one, with every team pointing for a chance to upset the perennial winners.

Without reservation I pick them to capture the Big Ten Championship.

Ohio State Second

After Michigan State, I think that Ohio State looms as the most formidable of the Big Ten teams.

Bulwark of the team again will be quarterback John Borton, who completed better than 50 per cent of his passes last year.

Purdue's Boilermakers, who got a piece of the conference championship last year, are plagued with the problem of developing a passing successor to the brilliant Dale Samuels, and an end as good as Bernie Flowers.

But five lettermen are returning, and I feel that Stu Holcomb will field a team good enough to capture the number three spot in the Big Ten ratings.

Because Wisconsin's quarterback Jim Haluska will be out of action I think that triple-threat Paul Giel's Minnesota team which will have 29 returning lettermen will move up into the fourth slot, and that Coach Ray Eliot's Illini will also move up in front of Wisconsin provided Eliot can find a quarterback replacement for Tommy O'Connell.

I think that Wisconsin, which still has the burly All-American candidate, Alan Ameche, at fullback, will rate number six in the standings, and that Michigan will finish seventh.

Both Iowa and Northwestern have 27 returning lettermen, but my nod goes to Northwestern to finish eighth, largely because of the passing duo of quarterback Dick Thomas and end Joe Collier.

Selected to wind up in the cellar for the second straight year will have to be Indiana, which still rates in the unproved category despite 21 lettermen returning from last year.

As for Notre Dame—there used to be an unwritten law which listed four

BALL OUTLOOK

Big Ten Champ

by

JOHN HARRINGTON

WBBM-TV Sportscaster

things in sports whose supremacy the knowing sports follower could trust.

One was Joe Louis—another was the Bears football team, while the other two were the Yankees and Notre Dame.

Louis has retired from the ring—the Bears are not quite what they used to be, but what was said about the Yankees and the Irish still goes.

Every year at this time, Frank Leahy who in 12 years at South Bend has achieved a record of 98 victories, against 13 losses and eight ties, reaches for a crying towel and wails "we could lose them all" or words to that effect.

In fact, Frank tearfully makes the assertion that his team might be "lucky to get even a first down this season."

I not only think that Notre Dame will make a few first downs this year, but feel that if Michigan State should run a cropper in the Big Ten somewhere along the line, which is very possible, that the Irish may well go on to make a sweep of national honors.

Johnny Lattner, Neil "Bull" Worden, Joe Heap and Paul Reynolds are guaranteed to give the South Benders a truly powerful array of ground gainers. The big man again figures to be All-American Johnny Lattner.

Veterans again will work up front and overall, the Irish look to be as tough as they come, even though the team will again engage in a 10-game so-called "suicide schedule." Just don't pick against them.

All-Star Big Ten Team

Probably the most difficult selection of them all to make is that of a championship team composed of stars from each Big Ten school.

While it's reasonable to assume that a team which was successful last season will continue to click, provided it retains sufficient manpower, it is much more difficult to pick individual stars since the switch from the two-platoon to the single platoon system.

However, here goes an all-star team which I believe would do any conference proud. Naturally, a good many fine players must, of necessity, be left off the team, but it can't be helped.

Joe Collier, Northwestern.....End
Don Doheny, Michigan State.....End
Bob Lenzini, Illinois.....Tackle
Don Chelf, Iowa.....Tackle
Fred Prezioso, Purdue.....Guard
Dick Barnhart, Indiana.....Guard
Ken Vargo, Ohio State.....Center
Tom Yewcic, Mich. State..Quarterback
Paul Giel, Minnesota.....Left Halfback
Ted Kress, Michigan....Right Halfback
Alan Ameche, Wisconsin.....Fullback

MOLLYCUES

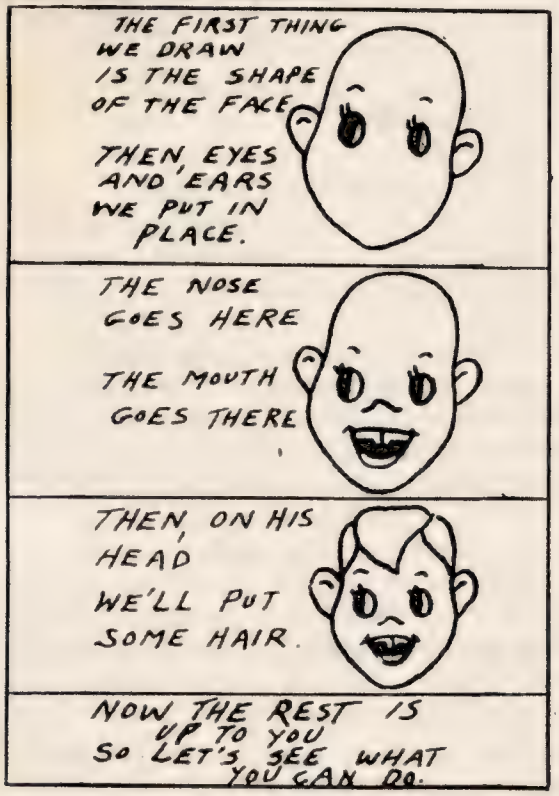
by MOLLY POTKIN

COPYRIGHT 1953

Boys and girls, here is an easy way to draw your own picture of our friend, Howdy Doody. Just read the poem which tells you what to do. Then, make your drawing on a separate piece of paper and mail it to Mollycues, c/o TV GUIDE, 731 S. Plymouth Ct., Chicago 5, Ill. before Monday, Oct. 5.

For the best entry, I'll award $1; second prize, 50 cents; next 25 prizes, a copy of my big picture and puzzle book. Neatness and originality counts.

The mistakes in last week's puzzle were: *1. Howdy Doody was called Clarabell; 2. Kukla was called Ollie; 3. The Kuklapolitans have a puppet show, not a circus show; 4. Howdy talked about his four friends and there were only three; 5. Mr. Bluster said there were no mistakes.*



August 21 Mollycue Winners

James Agazzi, Joliet, Ill.; Bruce Berberian, Chicago; Kenny Brunke, Skokie, Ill.; Diane Bulza, Gary, Ind.; Janice Calkins, Chicago; Lillian Collins, Richmond, Va.; Carolyn Darch, Chicago; Jo Doolittle, St. Joseph, Mich.; Ruth Duvick, Newark, Ill.; Lester Gertz, Chicago; Marie Ginn, Hammond, Ind.; Sherry Greig, Grand Rapids, Mich.; Sandra Guse, Marengo, Ill.; Kathleen Hammar, Chicago; Dale Harris, Woodstock, Ill.; June Hendricks, North Chicago, Ill.; Corky Isaacs, Chicago; Mary Keller, Waukegan, Ill.;

Please address all letters to Managing Editor, TV GUIDE, 731 S. Plymouth Ct., Chicago 5, Ill.

Meo-w-w-w-w!

I just got through watching *Name's The Same* and I can't get over how fat Ann Sothern looks. If she expects to have a popular program, she had better watch her diet.—*J.A.H., McHenry, Ill.* (*Have you seen Ann's slick figure on Private Secretary lately?—Ed.*)

Too Bad

Help! Help! I bet my wife that Mario Lanza has appeared on television at some time. If he has, as a guest or whatever (drama, singing, etc.), I win. If he has never appeared, I lose. (My wife will exact her pound of flesh.) Could you do a bit of research and please notify me?—*Emil A. Kuester, Racine, Wis.* (*You lose. Did it hurt?—Ed.*)

Lanza

Tourney Fans Take To Toni

May we thank and compliment you for sponsoring the TV GUIDE Celebrity Golf Tourney because through it, we met a girl whom we think is one of the most unaffected persons on TV: Toni Gilman. We followed her wherever we could on the golf course, and she didn't mind one bit. We actually made pests of ourselves but we didn't hear one unfriendly word from Toni. Later we visited the *Down You Go* show and were again graciously received backstage by Toni. We think she's grand.—*Marlene Kaplowitz and Sue Siefferman, Chicago.*

Storm Over Storm Boys

To Disgusted of Chicago: Get hep! Gale Storm's boys are only human. I am 15, the child of well-paid parents and I like nothing better than levis, a sharp shirt and a pair of gym shoes. That's living! All the normal younger kids in our neighborhood run around just like the Storm boys and they love it!—*A Visitor from Cleveland, Ohio.*

11:00 2 BRIDE AND GROOM—Wedding
Real-life wedding on TV emceed by John Nelson with songs by Phil Hanna.

5 FRANCOIS POPE—Recipes
Fri: Baked stuffed filet of perch and hartshorn pecanettes.
Mon: Chocolate caramels and asparagus and tuna casserole.
Tue: Glazed ham loaf and baked rice pudding:
Wed: Curried spinach and egg casserole, and tropical raspberry salad.
Thu: Risotto Milanese.

7 BREAKFAST WITH O'NEIL
Guests, music and games with Danny, Chet Roble, Nancy Wright. Don Jacoby and The Adorables.

9 MOVIE—Film cut to ½ hour.
Fri., Mon., Tue: Details unavailable.

9 EARL NIGHTINGALE—Chats
Wed. and Thurs. only.

11:15 2 LOVE OF LIFE—Serial
The trials and tribulations of Vanessa Dale and the travel agency business. Details unavailable.

9 HI LADIES—Interviews
Interviews with Jack Payne.

11:30 2 SEARCH FOR TOMORROW
Joanne's fight to keep her young daughter and find happiness with the man she loves. Details unavailable.

9 STEVE FENTRESS—News
News around the world.

11:45 2 GUIDING LIGHT—Serial
Fri: Kathy receives a phone call.
Mon: Dick's mother relates her suspicions about Robin.
Tue: Bill telephones his wife.
Wed: Bill decides to take a vacation.
Thu: Dick and his father have a talk.

5 WORLD SERIES PREVIEW
Wed. and Thurs. only.

9 EARL NIGHTINGALE—Chats
Subjects of every-day interest.

9 PRE-WORLD SERIES SHOW
Wed. and Thurs. only.

11:55 7 ULMER TURNER—News

your NEW copy of . . . TV GUIDE is on sale Wednesday

TV FORECAST OF New Shows AND WEEK'S HIGHLIGHTS

Debuts: Two big names in show business start their own TV shows this week on channel 7. Danny Thomas opens 7:00 P.M. Tuesday in *Make Room for Daddy,* a situation comedy about a busy entertainer who tries to be a family man. At 6:30 Monday night, Brandon de Wilde starts in the title role of dramatic series, *Jamie* . . . Channel 5 will give the nation's "Monday Morning Quaterbacks" a chance to replay the pro games. *Chicago Bears Quarterback Club* debuts at 8:30 Monday night immediately followed by the *Chicago Cardinal Quarterback Club* at 9:30 P.M. . . . Sportscaster Jack Brickhouse invades the quiz field with his *Number Please* on channel 9 at 7:00 P.M. Tuesday.

Thomas

Returns: *Ulmer Turner and the News,* channel 7's early morning news show, comes back in the 1:45 A.M. time slot Fri., Sat., Sun., and Wed. Network returnees include *Hall of Fame,* channel 5, 4:00 P.M. Monday; *Fred Waring,* channel 2, 8:00 P.M. Sunday and *Milton Berle,* channel 5, at 7:00 P.M. Tuesday.

Special event: President Eisenhower will take part in a 30-minute show at noon Sunday on behalf of the National Community Chest. Carried over channels 2, 5, it will be based on the *What's My Line* format with the people from that show plus guest Community Chest workers.

Sports: Football takes the weekend spotlight with *Dartmouth vs. Holy Cross* at Hanover, N.H. and a pro game featuring the *Chicago Cardinals* vs. *Washington Redskins* . . . But baseball finishes the week strong with the first two games of the *World Series,* Wednesday and Thursday at 11:45 A.M. over channels 5 and 9.

Friday

SEPT 25

WESTFALL
1 P.M. (5)

MORNING PROGRAMS ON PAGE A-10

12:00 2 LUNCHEON WITH BILLY
Music session with Billy Leach.
5 NOONTIME COMICS
Johnny Coons narrates a film.
7 HAPPY PIRATES—Kids' Fun
Dick "Two-Ton" Baker entertains.
9 HI LADIES—Jack Payne
Jack Payne emcees with Harold Turner at the organ.
12:25 2 LEE PHILLIP SHOW—Tips
Fashion news for the ladies.
12:30 2 GARRY MOORE SHOW
Garry and Durward Kirby do a sketch, "Rejuvenation." George Burton and his famous birds. Company production of "The Red Silk Stockings And The Green Perfume."
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke plays his guitar.
7 TIME FOR FUN—Nick Francis
Kids fun with Nicky and Bobo.
12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews wives.
12:55 7 ULMER TURNER—News
1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz game.
5 BOB & KAY SHOW—Chats
Kay Westfall, with Oliver J. Dragon subbing for Bob Murphy.
7 RUTH CROWLEY—Baby Care
Discussion on the handicapped child.
9 BATTING PRACTICE-Warm Up
Harry Creighton describes.
1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.
1:15 7 STUART BRENT—Discussion
Advice and information for women.
1:30 2 LINKLETTER'S HOUSEPARTY
7 THE DOWDS—Discussion
Betty and Don Dowd.
9 BASEBALL—Cubs vs. St. Louis
Jack Brickhouse describes the action.
2:00 2 BIG PAY OFF—Quiz Game
Randy Merriman and Bess Myerson.
5 KATE SMITH SHOW—Variety
Frankie Carle and orchestra, comedian Myron Cohen and the Katydids.
7 MOVIE QUICK QUIZ—Game
Dick "Two-Ton" Baker emcee.
2:25 7 ULMER TURNER—News
2:30 2 BOB CROSBY SHOW-Musical
Guest: Donna Reed, screen star.
7 "THE SHADOW LAUGHS"
MOVIE—Young newspaper reporter helps police solve a murder.

3:00 2 PETTICOAT PARTY—Games
Emcee Frazer Thomas with music by vocalists Barbara Sims and Jack Fulton, and pianist Hank Winston.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors.
3:30 2 SHOPPING WITH O'RILEY
Patrick O'Riley and Lee Phillip.
5 ON YOUR ACCOUNT—Chats
Interviews with Johnny Olson.
3:45 2 U.N. GENERAL ASSEMBLY
9 POST GAME INTERVIEWS
Jack Brickhouse conducts.
3:55 7 ULMER TURNER—News
4:00 2 "INSIDE THE ROOM"
MOVIE—Actress dies and her papers, including a diary, are sent to an unknown person. Thereafter, her old lovers are found murdered, and on the body of each corpse is a page from the diary. Dorothy Boyd.
5 ATOM SQUAD—Adventures
"A Strange Visitor to Colorado." Final episode in which Steve Elliot investigates the strange device which has landed in Colorado.
7 "GUN GRIT"
MOVIE—Western adventure.
9 POST GAME MOVIE
Title Not Available.
4:15 5 GABBY HAYES SHOW—Tales
Western serial shown in part.
4:30 5 HOWDY DOODY—Puppet Tale
Puppet antics with Bob Smith.
9 "RODEO RHYTHM"
MOVIE—Youngsters save a miserly landlord from an overturned car.
5:00 2 GARFIELD GOOSE & FRIEND
"Friend Frazer" enjoys another comedy as King Garfield's guest.
5 ELMER, THE ELEPHANT
John Conrad entertains children.
7 ANGEL CASEY—For Kids
Youngsters have a party.
5:15 7 ROOTIE KAZOOTIE—Puppets
Todd Russell is emcee.
5:30 2 GENE AUTRY TIME—Film
Outlaws are brought to justice.
5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco, the clown.
7 BOB ATCHER—Serial Film
"Pioneer Justice," part 4. Two friends attempt to track down leader of group of crooks that are trying to drive law-abiding ranchers out of the West. "Lash" LaRue.

FISHER 6:30 P.M. (5) | COMO 6:45 P.M. (2)

FRI SEPT 25

9 ROBERT F. HURLEIGH—News
5:45 9 CURBSTONE CUT UP—Chats
Interviews with Ernie Simon.
5:50 5 JACK ANGELL—News
6:00 2 BOB ELSON—Sports
5 CLINT YOULE—Weather
7 AUSTIN KIPLINGER—News
9 CAPTAIN VIDEO—Adventures
Adventures into space.
6:05 5 ALEX DREIER—News
Roundup of world events.
6:10 5 JOE WILSON—Sports
7 JACK DREES—Sports
6:15 2 JULIAN BENTLEY—News
5 DORSEY CONNORS—Travel
A visit to Louisville, Kentucky.
9 MARGE AND JEFF—Comedy
Marge Greene, Jeff Cain and a cocker spaniel named Paisley.
6:20 5 TONY WEITZEL—Comments
Interviews and gossip.
6:25 7 WAYNE GRIFFIN—Weather
6:30 2 DOUGLAS EDWARDS—News
5 EDDIE FISHER SHOW—Music
Guest: Morton Downey.
7 STU ERWIN—Comedy Drama
An unloved love seat sends Stu on a fool's errand.
9 SPENCER ALLEN—Local News
6:45 2 PERRY COMO SHOW—Musical
Perry sings "P.S. I Love You." He joins the Fontanes for "Row, Row, Row" and does "You Alone" with the chorus. The Fontanes sing "Triplets."
5 JOHN C. SWAYZE—News
9 SPENCER ALLEN—Local News
7:00 2 MAMA—Domestic Comedy
Katrin enters business college and meets an interesting young man. Judson Laire as Poppa Hansen. (A close-up interview with Peggy Wood appears in next week's *TV Guide*.)
5 THE GOLDBERGS—Comedy
Rosie runs into unforeseen obstacles when she plans to send Sammy a tape recording of a typical family dinner. Gertrude Berg as Molly. *Sponsored by RCA Victor.* (This is the last show in the current series. Next week "The Dave Garroway Show.")
7 OZZIE AND HARRIET—Comedy
"Operation Economy." Ozzie decides to save money but ends up by trying to save face. *Sponsored by Hotpoint.*

Man On the Go - Football Break Into "Q" Line-up

by WM. A. QUE

Q's "Man in Motion" has come to roost with a new plum. Alex Dreier has taken over the **WMAQ-NBC** 6:00 PM network news spot with a program that offers a change of pace from common teletype-readings and commentaries. Tune to **Alex Dreier—Man On the Go** and you'll hear the latest news, interesting sketches of people in the news and a new department called *"What happened to?"* in which Dreier will review the current standings of people and places that were formerly headline makers.

Alex Dreier

Alex is willing to try anything to broaden his newsgathering techniques and broadcasting success. In the event you didn't know, the guy has quite a number of mike marks of distinction: predicting Truman's upset victory in 1948; forecasting the route Rommel took in his North African romp; calling the shot on France's fall during World War II. The itch and drive Alex put to such good use in these big stories is being exerted to make the special features of this new International Harvester news program a new chapter in radio news reporting.

The place and time to catch up with **Alex Dreier—Man On the Go** and the news is 670 on your radio at 6:00 PM, Monday thru Friday.

* * * *

Operation Gridiron takes over the Q-Waves tomorrow as **WMAQ** presents the first broadcast in its season lineup. Every Saturday afternoon Sportscaster Joe Wilson will describe the play of a top game involving teams from the Big Ten and Notre Dame. Take a soft seat at 670 tomorrow and kick off the season by hearing the Michigan vs. Washington tilt from Ann Arbor.

—Adv.

FRI

SEPT 25

WOOD and LAIRE
7 P.M. (2)

BERG
7 P.M. (5)

NELSONS
7 P.M. (7)

CRAWFORD
8 P.M. (2)

BRENT
8:30 P.M. (2)

9 SHOWCASE—Talent
Mike Douglas emcees.

7:30 2 MAN AGAINST CRIME-Drama
"Sic Transit Gloria." Mike Barnett stars in a strip tease burlesque show.

5 WALT'S WORKSHOP
Special show for Civilian Defense Week. Mr. Durbahn will show how to build an effective bomb shelter in the basement.

7 SUPERMAN—Adventures
"The Big Squeeze." An ex-convict who has been rehabilitated for ten years is threatened with blackmail by former jailmate. George Reeves.

8:00 2 PLAYHOUSE OF STARS
"Desert Tragedy." A Chicago gunman travels to Arizona in search of hidden gold. Broderick Crawford.

5 BIG STORY—Drama
The story of reporter William A. Graves of the Springfield (Mo.) Leader and Press who helped clear a man unjustly suspected of a double murder.

BRING YOUR SET INTO OUR SHOP AND **SEE IT REPAIRED**

- TUBES TESTED FREE
- ALL TUBES IN STOCK
- BATTERIES FOR PORTABLE RADIOS
- AUTO RADIO SERVICE DRIVE IN REAR 9:30–5:30
- TV REPAIRS IN YOUR HOME TILL 11 P.M.

Open 9:30 A.M.-8:30 P.M.
Sunday 11 A.M. to 3 P.M.

HUmboldt 9-0911

You Can Depend on . .

FOSTER TV

2922 MILWAUKEE AVE.

7 DEATH VALLEY DAYS—Drama
"Cynthy's Dream Dress." Young prospector's wife spends a lifetime waiting for the realization of her dreams. Virginia Lee, Brad Johnson.

9 LIFE BEGINS AT 80—Quiz
Jack Barry emcees panel of oldsters including: Fred Stein, Georgiana Carhart, Thomas Clark and Alexandra Campbell. Guest, Rudy Vallee.

8:30 2 FOOTLIGHTS THEATER—Film
"Double Exposure." A blundering cub photographer gives his easily-angered city editor the key to a political expose. George Brent stars. (This is the last in the current series. Next week "Our Miss Brooks" starring Eve Arden.)

5 TV SOUNDSTAGE—Drama
"Believe." Four days in the life of a young man, in which time his entire existence takes on a completely new meaning. (TV Soundstage is reviewed on page 22.)

7 HALF-HOUR THEATER—Drama
"Girl Or Ghost" with Gloria Sanders.

9 WORLD IS YOURS—Travelogue
Touring the Smokey Mountains.

8:50 7 COMMERCIAL—Film

9:00 2 MR. AND MRS. NORTH-Drama
"Murder in Short Pants." The North's little nephew comes to visit and turns into a super-sleuth. (This is the last in the current series. Next week "My Friend Irma.")

5 BOXING—From New York City
Danny Nardico vs. James Parker, (heavyweights).
JIMMY POWERS' RATING: Nardico is rated 6th in the light-heavyweights. Fights, 60. Won, 46. Lost, 4. Drew, 2. K.Os, 21. Parker may lack the ring knowledge of Nardico but he can certainly match his punching power. The tall, Canadian cowboy boxes fairly well but the shorter, faster Nardico is favored.

7 DANGEROUS ASSIGNMENT
"The Bhandara Story." Steve Mitchell (Brian Donlevy) is sent to Bombay to investigate the conviction of an American salesman.

9 CHANCE OF A LIFETIME—Quiz
Dennis James interviews guests.

9:30 2 FAVORITE STORY—Film
"Jack Of Hearts," narrated by Adolphe Menjou. Gambler accuses a young man of cheating at cards.

GILMAN 9:30 P.M. (9) | MORAN 10 P.M. (7)

FRI SEPT 25

7 DICK TRACY—Drama
"The Brain," part 3. Choo Choo Lawless is sent to plant a time bomb on a train the Brain plans to hijack.

9 DOWN YOU GO—Panel Quiz
Dr. Bergen Evans with Fran Coughlin, Toni Gilman, Robert Breen and Carmelita Pope. (Down You Go is reviewed on page 23.)

9:45 5 GREATEST FIGHTS—Film
Rocky Marciano vs. Lee Savold (Feb. 13, 1952).

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather
Temperatures and predictions.

7 COURTESY HOUR—Variety
Emcee Jim Moran with variety of professional talent acts. *Sponsored by Courtesy Motors.*

9 "HALF-PAST MIDNIGHT"
MOVIE—Girl suspected of murder eludes the police until real culprit is apprehended. Kent Taylor.

10:10 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Tips
Make your own egg poacher.

10:15 2 JOHN HARRINGTON—Sports

5 JIM HURLBUT—News

10:25 2 ART MERCIER—Sports Tips
Discussion for sportsmen.

10:30 2 JOHN HARRINGTON—News

5 NORMAN BARRY—Sports

10:45 2 IRV KUPCINET—Comments
Gossip and interviews.

5 HERBIE MINTZ—Musical
Melodies, old and new.

11:00 2 "GIRDLE OF GOLD"
MOVIE—(1st Showing) Wife of the town undertaker runs away with milkman, and her husband sets out in pursuit. Esmond Knight, Maudie Edwards, Meredith Edwards.

5 HOWARD MILLER—Music
Records, chatter and guests.

7 ULMER TURNER—News

11:10 7 TOM DUGGAN—Comments
Gossip and interviews.

11:45 9 MOVIE—Title Not Available

12:00 2 "TOMORROW AT SEVEN"
MOVIE—Writer becomes entangled with daughter of a man who is warned that he will die.

7 "WATERFRONT"
MOVIE—Good-looking dock worker frequently gets into trouble because he refuses to listen to reason. Gloria Dickson, Dennis Morgan.

THE ADVENTURES OF
Ozzie & Harriet
WITH
DAVID & RICKY

CHANNEL 7
7:00 P.M.

Sponsored by
Hotpoint
Quality Appliances

The Conrad Hilton presents:

14th Edition
ICE SHOW
ICE CHARADES
A MERRIEL ABBOTT PRODUCTION

FRANKIE MASTERS
and his orchestra

DINNER SHOW 8:30
SUPPER SHOW 12:00

FAMILY MATINEE
EVERY SUNDAY
special
children's menu

CALL "PHIL" WAbash 2-4400
Boulevard Room

Saturday

SEPT 26

THOMAS
10:30 A.M. (9)

MORNING

9:00 7 ROUNDUP TIME—Western
"North of Arizona." (Movie cut to ½ hour.)

9:30 7 TOOTSIE HIPPODROME

9:45 9 MOVIE—Serial Film
"Daredevils of the Red Circle," part 6. (See Friday, 9:30 A.M. listing for synopsis and cast.)

10:00 7 SPACE PATROL—Adventures
Adventures into the world of tomorrow, starring Ed Kemmer.

10:15 9 DRAW WITH ME—For Kids

10:30 2 ROD BROWN OF THE ROCKET RANGERS—Drama For Kids
"The Looters of Leeron." A gang, smuggling atomic materials from an unknown planet, shanghai Rod Brown to work in their mines.

7 COMEDY CIRCUS—Film

9 SPACE CADET—Adventures
"The Outpost of Danger." Tom Corbett and the Space Cadets receive a distress signal which sends them, racing against time, to save a space colony from destruction. Frankie Thomas as Tom Corbett.

11:00 2 BIG TOP—Circus Fun
Ringmaster Jack Sterling presents The Flying Hartzells, trapeze artists; Sonny Cole, elephant act; the Two Adamsons, perch act; Payo and Mae, unicycle juggling act.

7 PANTOMIME PARTY
Jerry Sperling and Clark Davis.

9 TERRY AND THE PIRATES
"The Deadly Species." Terry and Hotshot Charlie match wits with a veiled snake princess.

11:30 5 AMERICAN INVENTORY
"Your Auto I.Q." Documentary, with panelists Faye Emerson; Bellamy Partridge, author; Floyd Clymer, writer-publisher; William Gluesing, lecturer; and host Ray Morgan.

7 STORY TIME—Tale

9 SADDLE AND SAGE—Western
"Mystery of the Hooded Horsemen." Western with Tex Ritter and Iris Meredith. (Cut to ½ hour.)

12:00 2 LONE RANGER—Western
A crime suspect helps the Lone Ranger trap a ruthless bandit in order to prove his own innocence.

5 INDUSTRY ON PARADE

7 QUIZ DOWN—Game
Angel Casey is moderator.

9 "HOLD THAT WOMAN"
MOVIE—Repossession agent is assigned to trace a radio whose owner has not met installments. James Dunn, Frances Gifford, George Douglas.

12:15 5 WHAT'S YOUR TROUBLE-Chat
Dr. and Mrs. Norman Vincent Peale discuss "Are You Bored?"

12:30 2 RAYNER DISC SHOW

5 FOOTBALL PREVIEW

7 "FIGHTING VIGILANTES"
MOVIE—Group of law-abiding citizens attempts to put dishonest storekeeper out of business. "Lash" LaRue, Al St. John, Jennifer Holt.

12:45 5 FOOTBALL
Dartmouth College vs. College of the Holy Cross, at Dartmouth.
Sponsored by Oldsmobile.

1:00 2 "ONE OF OUR AIRCRAFT IS MISSING"
MOVIE—Squadron of bombers starts from England to raid Stuttgart, and all return except one. Godfrey Tearle, Eric Portman, Hugh Williams.

5 MOVIE—Title Not Available

9 BATTING PRACTICE-Warm Up
Harry Creighton describes.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:30 2 MOVIE—Title Not Available

7 "COWBOY RANGER"
MOVIE—Western adventure.

9 BASEBALL—Cubs vs. St. Louis
Jack Brickhouse describes the game from Wrigley Field.

2:30 7 "SUMMER STORM"
MOVIE—Group of people in various walks of life becomes engulfed in tragedy. George Sanders, Linda Darnell and Anna Lee.

3:00 2 HORSE RACES—Belmont
"Sysonby Mile." Three-year-olds and up. $50,000 stakes.

5 FOOTBALL SCOREBOARD

9 Program Not Available

3:15 5 Program Not Available

3:30 2 SUNDAY PUNCH
Jim Conway emcees. Guest, Rear Admiral Daniel V. Gallery, Chief of Naval Reserve Training in the U.S.

7 PATTERN FOR LIVING—Film

3:45 9 POST GAME INTERVIEWS
Jack Brickhouse conducts.

McCONNELL 5:30 P.M. (7) | BILLINGSLEY 6 P.M. (2)

SAT SEPT 26

4:00 2 OPERATION NEW HORIZONS
Ill. Inst. of Technology presents, "Differences Between American and European Psychology," discussed by Prof. George Speer, and Dr. Gunther Rice of the Institute of Psychological Service, and Mrs. Elizabeth Simpson of the Remedial Reading Service.

7 "LARAMIE KID"
MOVIE—Western adventure.

9 "GHOST VALLEY RAIDERS"
MOVIE—U. S. agent is detailed to track down gang that has held up a stagecoach line. Donald Barry, Lona Andre, Leroy Mason.

4:30 2 FILM SHORT

4:45 5 HOBBY TIME—Crafts
Bill Helion offers tips and novel ideas for the amateur hobbyist.

5:00 2 FARMTOWN U.S.A.—Menard
"Soybeans in Illinois." Prof. J. C. Hackleman, Dept. of Agronomy, U. of Illinois at Urbana, Ill. Prof. Hackleman is a leading authority on the subject. George Menard is host.

5 Program Not Available

7 SATURDAY LAUGH TIME
"Laurel and Hardy."

9 "FARGO EXPRESS"
MOVIE—(Cut to 45 minutes).

5:15 9 FILM SHORTS
"Fargo Express" and "Saltwater Wonderland."

5:30 2 FILM SHORT

5 JET PILOT—Adventure
Commander Bob Horder, mechanic Spike Loomis and George Cisar instruct flight student Jerry Garvey.

7 SMILIN' ED'S GANG
"The Bee Hunter." Smilin' Ed McConnell presents the story of Little Fox's adventures the day the Sioux lad tries his skill at finding wild honey.

5:45 2 RED BARBER—Sports

6:00 2 STORK CLUB—Interviews
Host Sherman Billingsley with regular guest, Betty Ann Grove.

5 MR. WIZARD—Science Study
Mr. Wizard shows Betsy how to make a paddle wheel from an ice cream carton and, using hydraulics, Betsy breaks a 2x4 in half.

7 TOM DUGGAN—Sports

Tune in Before—
Enjoy the game More!
GM "Game of the Week"

Dartmouth
vs
Holy Cross

Don't miss the
PREVIEW
FROM THE
OLDSMOBILE PRESS BOX

RED GRANGE | BUD PALMER

Meet the stars close up! See the highlights of previous games! Be sure to tune in early!

WNBQ
Saturday—12:30 p. m.
Channel 5

YOUR
OLDSMOBILE
DEALER

SAT

SEPT 26

BUNCE and LYNCH
6:30 P.M. (5)

GLEASON
7 P.M. (2)

PINZA
7 P.M. (5)

MACK
7:30 P.M. (5)

COCA
8 P.M. (5)

9 THIS IS THE LIFE—Drama
A long and drawn-out strike in a plastic factory sets nerves on edge and stretches tempers to the breaking point until violence flares.

6:30 2 BEAT THE CLOCK—Games
Bud Collyer emcees the stunts.

5 ETHEL AND ALBERT—Comedy
Ethel buys a ring and by some strange quirk her friends and neighbors think that she has stolen it. Peg Lynch and Alan Bunce star.

7 "SPEED REPORTER"
MOVIE—Newsman attempts to expose an underworld gang that is in control of a reform organization. Richard Talmadge, Luana Walters.

9 TRAVELERS' SKETCHBOOK
A discussion on "Introductions."

6:45 9 RELIGIOUS FILM
Interviews with Fr. James Keller.

7:00 2 JACKIE GLEASON—Variety
Jackie, Art Carney and Audrey Meadows in comedy skits.

MIDWEST TV

$3 HOME SERVICE CHARGE

CALL NOW OR BRING YOUR SET IN

West	N'west	South
MA-6 3858	AL-2 4170	HY-3 8908
5129 W. Madison	4034 W. Armitage	1623 E. 55th

TUNEFUL and TERRIFIC!

YOUR HIT PARADE

presented by LUCKY STRIKE

SATURDAYS 9:30 PM • Channel 5

5 BONINO—Situation Comedy
Ezio Pinza, as Bonino, has maid trouble when Martha is finally driven to quit her job after 23 years of service with the Bonino family.

9 "PIONEERS OF THE WEST"
MOVIE—The Three Mesquiteers set out after a gang of land thieves. Robert Livingston, Raymond Hatton and Duncan Renaldo.

7:30 5 ORIGINAL AMATEUR HOUR
Ted Mack emcees talent.

7 Program Not Available

8:00 2 TWO FOR THE MONEY—Quiz
Comedian Herb Shriner emcees.

5 YOUR SHOW OF SHOWS
Sid Caesar and Imogene Coca. (Next week Martha Raye stars on the "All Star Revue.")

7 PHILLIES SATURDAY NIGHT FIGHTS—From Buffalo
Joey Giambra vs. Tuzo Portuguez. (middleweights.)
JIMMY POWERS' RATING: Giambra is rated 6th. Fights, 36. Won, 34. Lost, 2. K.O.'s, 19. Portuguez is rated 12th. Fights, 71. Won, 53. Lost, 13. Drew, 5. K.O.'s, 23. This is a return match in Giambra's home town. In their last meeting on June 20th, Giambra was floored in the 8th round by a left hook and just managed to beat the count. He took the decision on a round taken from Portuguez because of a low blow. Giambra hasn't boxed since. Tuzo defeated Jesse Turner a month ago at Milwaukee. I'll string along with Giambra.

9 DRIVER EDUCATION—Film

8:15 9 JACK BRICKHOUSE—Sports

8:30 2 MY FAVORITE HUSBAND
George Cooper decides to go duck hunting with the boys but when Liz finds out, the feathers begin to fly at home. Joan Caulfield.

9 WRESTLING—From Marigold
Main event: Bob Ortan vs. Carl Engstrom. Other matches: Milt Olsen vs. the Canadian Angel; Pierre LaBelle vs Zack Malkov; Tor Yamato vs. Juan Hernandez; Art Bull vs. Chest Bernard; tag team: Steve Zold and Johnny Gates vs. Bill Melby and Billy Darnell.

8:45 7 BILL STERN—Sports Film

STERN
8:45 P.M. (7)

COLLINS
9:30 P.M. (5)

SAT SEPT 26

9:00 2 MEDALLION THEATER-Drama
"The Big Bow Mystery." A corpse with a slashed throat is found in a room with doors and windows locked from the inside. No weapon is found and Inspector Grodman, recently retired from Scotland Yard, decides to investigate. Sir Cedric Hardwicke plays the inspector.

7 PAUL HARVEY—News

9:15 7 FILM SHORTS

9:30 2 MIRROR THEATER—Drama
"Heads or Tails." A young Marine flips a coin to determine which girl to marry. Joanne Dru, John Ireland, Mary Sinclair. *Sponsored by Revlon.*

5 YOUR HIT PARADE
The nation's top tunes of the week are presented by Dorothy Collins, Snooky Lanson, Raymond Scott's Orchestra and Gisele MacKenzie. Hit Parade extras: "Ain't Misbehavin," "Jingle, Jangle, Jingle." *Sponsored by Lucky Strike.*

7 BIG PICTURE—Army Films

10:00 2 "POT OF GOLD"
MOVIE—Dance band is forced to do their programs on the roof of a boarding house. James Stewart and Paulette Goddard.

5 FILM

7 FILM

11:00 9 "THE BIG FIX"
MOVIE—Sports writer exposes gamblers who attempt to "fix" a basketball game. James Brown, Sheila Ryan, Noreen Nash, Regis Toomey.

11:30 2 INTO THE NIGHT—Tale
"At 9:45 tonight a man will be killed! I'm hiring you to see that it doesn't happen." These words start a private detective off on the case of the "Jealous Blonde."

7 "STEP ON IT"
MOVIE—(Cut to 45 min.) Richard Talmadge stars.

12:00 2 COMMERCIAL—Film

12:10 2 "DUSTY ERMINE"
MOVIE—Nephew of a skillful forger inherits the talent and joins an international gang. Ronald Squire, Jane Baxter, Arthur Macree.

12:15 7 "BEHIND PRISON WALLS"
MOVIE—A steel tycoon is sent to prison on the testimony of his son. Alan Baxter, Gertrude Michael.

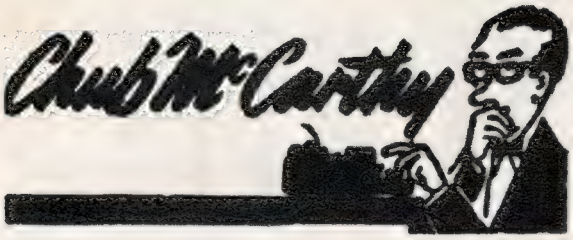
TONITE

9:30 P. M.
WBBM-TV CHANNEL 2

John Ireland
Joanne Dru
in "Heads or Tails"

REVLON MIRROR THEATER

Now you take that "What's My Act?" that we've got in the Empire Room. There's a show that's got every thing— comedy, singing, dancing and great new stars—and you just can't hardly get them kind of shows no more.



Dear Boss:

Do you agree that one of television's few excuses for existence during the last hot spell was the terrific interview with Nat King Cole on the HOWARD MILLER SHOW?

To keep my investment in TV from being a complete waste I learned I could turn the set on to Channel 13 and read by the light of the tube.

I hope the Fall Replacements to replace the Summer Replacements are as good as you said they will be.

Once, a long time ago, I had a sudden feeling of compassion for sponsors. There they were, the poor bankrollers who brought all those lovely old "Houses Across the Bay" into our living rooms -- surely they deserved our sympathetic attention when they beamed their commercials our way. But sonofagun, my compassion has cooled considerably in the face of the dull and lengthy pitches they've been reworking lately.

I think we viewers do have an obligation, sure, but so does the sponsor. Why not challenge them to come up with some really new and different sales pitches -- let them use some imagination.

Has there been a really new commercial idea since the old SIMPLY SIMON program introduced the satire technique and since Arthur Godfrey threw away the ad agency script, sat down and brewed himself a pot of Lipton's tea and drank it right there in front of an enslaved populace?

Don't answer that question, Boss. Answer this one, instead. If the sponsors will try to give us a better break, will you repay their effort with a special observance I'll modestly call The Chub McCarthy Be-Kind-To-Sponsors Week?

CHUB.

2 WBBM-TV • 5 WNBQ • 7 WBKB • 9 WGN-TV

Sunday

MORNING

9:00 7 "WILDCAT SAUNDERS"
MOVIE—(Cut to 30 minutes.)

9:30 5 THE PULPIT—Religious Talk
Dr. Leonard J. Mervis of Washington Boulevard Temple, Chicago, discusses "Substitutes for Religion."

7 "THE BLACK RAVEN"
MOVIE—An inn is the scene of a series of murders in which all the guests are held as suspects. George Zucco, Wanda McKay, Noel Madison.

9:45 5 RELIGIOUS FILM
Father James Keller of the Christophers interviews Gen. Carlos Romulo, Philippine ambassador and delegate to the U.N.

9 FILM SHORT
"Puerto Rican Harvest."

10:00 5 SUNDAY FUNNIES
Uncle "Ned" Locke reads the comics.

9 "CIPHER BUREAU"
MOVIE—Naval Intelligence attempts to uncover a spy ring by deciphering enemy code messages. Leon Ames, Charlotte Winters.

10:30 2 LAMP UNTO MY FEET—Talks
"A Child Shall Lead Them," by Paul Tripp. Guest: Monsignor John Corrigan, Executive Director, Mission of the Immaculate Virgin of St. Joseph's Union, Staten Island, N. Y.

5 LIVE AND LEARN—Discussion
Discussion on "The Theater." Guest: Dr. Lee Mitchell, professor of speech, Northwestern University, speaking on "The Nature of Drama."

11:00 2 TALENT SHOWROOM—Variety
Jim Conway emcees the talent.

5 "TIOGA KID"
MOVIE—Texas Ranger impersonates an outlaw in order to defend woman ranch owner against a rustlers' gang. Eddie Dean, Jennifer Holt.

7 "TEXAS JACK"
MOVIE — (Cut to ½ hour) Local schoolteacher is kidnapped at a traveling medicine show. Jack Perrin, Jayne Regan.

11:30 7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel speaks.

9 SERIAL FILM
"Zorro Rides Again," part 4. A young man returns to his native Mexico to save the family property.

SEPT 27

12:00 2 - 5 COMMUNITY CHEST DRIVE
President Eisenhower will initiate the nation-wide campaign of the National Community Chest Drive for 1953 on a special presentation of the panel show, "What's My Line?" Regular panelists Dorothy Kilgallen, Arlene Francis, Steve Allen and Bennett Cerf will be present as will John Daly the regular moderator. Participating guests will be prominent Community Chest workers from various parts of the country who, in their spare time, aid the Community Chest but who are employed regularly in other occupations. A surprise mystery guest will be featured.

7 JOHNNY JUPITER—Puppets

9 "TRAIL TO MEXICO"
MOVIE—Western, Jimmy Wakely.

12:30 2 YOUR FUTURE HOME

5 FRONTIERS OF FAITH
Last in a cycle of four programs in cooperation with the National Council of Churches of Christ in the U.S.A. From the Fifth Avenue Presbyterian Church, New York City.

7 AMATEUR HOUR—Talent
Bob Murphy is emcee.

12:45 2 MOVIE

1:00 5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott explains "How To Make Time Lapse Pictures."

9 BATTING PRACTICE-Warm Up
Harry Creighton describes.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with the players.

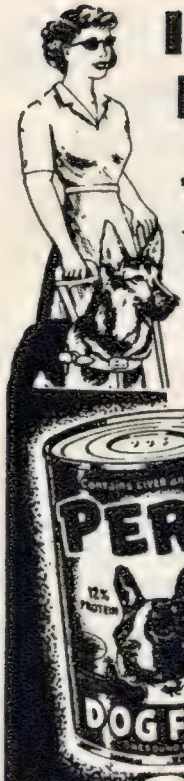
1:30 2 "ACE OF SPADES"
MOVIE—Candidate for election's chances of winning seem doubtful when a playing card is used as blackmail evidence against him. Dorothy Boyd and Michael Hogan.

5 AMERICAN FORUM OF THE AIR

7 WILD BILL HICKOK—Western
"Wagon Wheel Trail." Crook who has a lien against some valuable property is anxious to enforce a writ of attachment against the owner in order to gain possession.

9 BASEBALL—Cubs vs. St. Louis
Jack Brickhouse describes the game from Wrigley Field.

2:00 5 CITY DESK—Discussion
William Ray moderates panel on Chicago city problems. Guest, Rep. Harold Velde (R., Ill.).



IF YOU CAN READ THIS
You Can Help Those Who Can't

You can actually provide "eyes" for the blind... the eyes of a Guide Dog ...simply by saving Perk Dog Food Labels. Read full details on the label. Your dog will love Perk—it's America's meatiest dog food especially enriched with livers and hearts. No other food is needed. Usually priced lower than other quality brands.

Save PERK DOG FOOD LABELS
HELP the BLIND Own Trained Guide Dogs

SUNDAY NIGHT NEW SHOW CHANNEL 9
9:30 P.M.

Ethel Barrymore THEATER

WONDERFUL HALF HOUR DRAMA
Presented by the Chicago Motor Club

WGN-TV

SUNDAY'S FUN DAY WHEN YOU WATCH

PRIVATE SECRETARY

Starring ANN SOTHERN
presented by LUCKY STRIKE

SUNDAY 6:30 PM · Channel 2

$3 ACE TELEVISION
4766 N. MILWAUKEE AVE.
SPring 7-5110
CALL US . . . *ANY TIME*
DAY—NIGHT—SUNDAYS

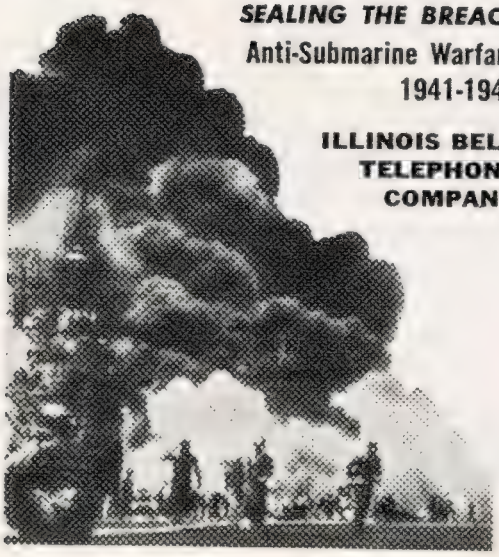
All Bonded Technicians
90-Day Warranty
SOUTH & WEST
NEvada 8-0688

VICTORY AT SEA

SUNDAY
9:30 P.M.
CHANNEL 5
WNBQ

SEALING THE BREACH
Anti-Submarine Warfare
1941-1943

ILLINOIS BELL
TELEPHONE
COMPANY



SUN SEPT 27

KUKLA 3 P.M. (5) | HARTLINE 4 P.M. (7)

7 CISCO KID—Western Film
Cisco and Pancho intervene to prevent a man's murder, and become entangled in a mastermind's web. Duncan Renaldo, Leo Carrillo.

2:30 5 EXCURSION—Educational
Ford Foundation's TV Workshop program for young people, covering theater, sports, science, career-building, literature and history. Burgess Meredith is host to guest, heavyweight fighter, Roland La Starza, discussing sports and sportsmanship.

7 ADVENTURES OF KIT CARSON
"Curse of the Albas." Gang of frontier cut-throats mix banditry with attempted murder in an effort to steal control of a gold mine. Bill Williams and Don Diamond star.

3:00 2 "LORD EDGEWARE DIES"
MOVIE—Nobleman is found murdered, and his American wife who wished to divorce him is suspected. Austin Trevor and Jane Carr.

5 KUKLA, FRAN AND OLLIE
Burr Tillstrom's Kuklapolitans, starring Fran Allison.

7 BIG PICTURE—Army Films
"D-Day Convoy to Norway."

3:30 5 ZOO PARADE—About Animals
Life in the animal world is a constant struggle for survival. R. Marlin Perkins discusses the subject of animals living in nature and the same animals living in a zoo.

7 BOB ATCHER SHOW—Kids Fun
Fun for kids with Sammy Squirrel.

3:45 9 POST GAME INTERVIEWS
Jack Brickhouse conducts.

4:00 2 FILM SHORT

5 HALL OF FAME—Drama
RETURN: "Queen's Way." The story of Catherine Parr, the queen who outlived Henry VIII and saved the lives of his children including the future Queen Elizabeth. Stars Sarah Churchill.

7 SUPER CIRCUS—Big Top Fun
Claude Kirchner presents: 1. Capt. John W. Tiebor and his seals. 2. "Super Circus Cyclone Cleaner" with Mary Hartline and clowns. 3. Mary and the band. 4. Kay and Kay, acrobatic balancing with trampoline finish. 5. The Orantos, perch-pole act. 6. Super Circus menagerie.

JESSEL
5:30 P.M. (7)

SOTHERN
6:30 P.M. (2)

SUN SEPT 27

9 **"COUNTRY GENTLEMEN"**
MOVIE—Widow places her faith in two scoundrels who pose as stock salesmen. Ole Olson, Chick Johnson.

4:30 2 **MAN OF THE WEEK—Talk**
5 **Program Not Available**

5:00 2 **ADVENTURE—Educational**
Film clips of life among the Australian aborigines.
5 **MEET THE PRESS—Discussion**
Martha Rountree, Lawrence Spivak.
7 **ABBOTT AND COSTELLO—Film**
"Charity Bazaar."
9 **"$1,000 A MINUTE"**
MOVIE—Newspaper reporter makes a bet with two gamblers that he can spend a thousand dollars a minute for 12 consecutive hours.

5:30 2 **YOU ARE THERE—Drama**
"The Birth of a National Anthem." A Georgetown attorney, Francis Scott Key, spends a night aboard a British man-of-war on a prisoner of war exchange mission and watches the bombardment of Fort McHenry.
5 **ROY ROGERS SHOW—Drama**
"Dead Man's Hills." Roy and Pat Brady track down a gang of outlaws camped near an old silver mine.
7 **GEORGE JESSEL SHOW**
Guests: Lilo, French chanteuse and star of "Can Can"; Jan Peerce.

6:00 2 **QUIZ KIDS—Joe Kelly, Emcee**
5 **PAUL WINCHELL SHOW**
Dramatic skits with Jerry Mahoney, Paul, Diane Sinclair, Ken Spaulding. Guest: Sally Forrest, film star.
7 **YOU ASKED FOR IT—Requests**
9 **"IN THIS CORNER"**
MOVIE—Young fighter loses his desire to win because of a dishonest promoter. Scott Brady, Anabel Shaw.

6:30 2 **PRIVATE SECRETARY-Comedy**
Susie tries to make sure that her job will still be open on her return from vacation. *Sponsored by Lucky Strike.*
5 **MR. PEEPERS—Comedy**
Harvey shows the home movies that he and Marge took during their summer vacation. Wally Cox stars.
7 **"TIGER FANGS"**
MOVIE—Frank Buck is sent to check on a bottleneck in rubber producing section of a mysterious Asiatic land, Frank Buck, June Duprez.

(Continued on page 26)

Want to share my Personal mail?

LORETTA YOUNG

opens some more fascinating mail on

"LETTER to LORETTA"

America's most exciting, intimate, dramatic show.

WNBQ

CHANNEL 5 • 9 P.M.

TONIGHT

PRESENTED BY *Tide*, *Washday Miracle*, AND *Lilt*, *Home Permanent*

...for go
this B
CROS

$4

What a picture! Wi
newspaper page and pho
Electronic Picture Sentry, A
Power, Full Year Warra
optional. See it in action

SEE This N
Every family ne
and this is it! A
LEY 1954 featur
price. Stunning
Ask to see Mod

price include

GET A FREE DEMONSTRATION AT ANY OF T

NORTH & NORTHWEST

LINDBERG ELECTRIC SHOP
5220 N. Clark St.
LEONARD O. MOBURG
6001 N. Clark St.
NORTHERN HOME FURN.
624 W. North Ave.
POLK BROS.
1754 W. Belmont
2850 N. Central Ave.
SPIEGEL'S
3318 N. Lincoln Ave.
4041 Milwaukee Ave.
STEVENS RADIO SALES & SERV.
3621 N. Southport Ave.

WEST

GENERAL RADIO SERVICE
3952 W. Cermak Rd.
E. A. GULLIKSEN
201 N. Cicero
LOGAN APPLIANCE CO.
4453 W. Madison St.
PAN-AMERICAN ELECTRIC
809 S. Halsted St.
S & M FURNITURE & APPL.
2351 W. Roosevelt Rd.
SPIEGEL'S
4128 W. Madison St.
TRAFICANTE BROS.
2305 W. Taylor St.

SOUTHWEST

BIM MERLE'S
1451 W. 63rd St.
CRAMER FURNITURE
56 E. Garfield Blvd.
DALE FURNITURE
4833 S. Ashland Ave.
POLK BROS.
3110 W. 63rd St.
R & S APPLIANCES
5637 W. 63rd St.
SPIEGEL'S
836 W. 63rd St.
4026 W. 26th St.
THOMAS APPLIANCE
5043 S. Halsted St.
WOLF FURNITURE CO.
4211 Archer Ave.

SOUTH

A & M RADIO & APPL.
1365 E. 47th St.
GROVE FURNITURE CO.
4301 Cottage Grove Ave.
6231 Cottage Grove Ave.
SOUTH CENTER DEPT. STORE
421 E. 47th St.

ILLINOIS

ARLINGTON HEIGHTS

DREYER ELECTRIC CO.
700 Northwest Hwy.
SHELKOP RADIO MART
10 W. Campbell St.

BLACKSTONE

A. W. APPLEGATE & SON

CHICAGO HEIGHTS

CHICAGO HEIGHTS FURN. MART
82 Illinois St.

THE HARRY ALTER COMPANY • WHOLESALE DISTRIBUTOR • 17

oodness sake, get

IG 24 IN.

SLEY

for only

399.95

hat a value! The screen is big as a ograph-sharp! With no-interference ll Channel Reception, Super Picture nty on picture tube, built-in UHF today!

EW 17 IN. Screen CROSLEY

eds a second set— All exclusive CROS- es at a rock-bottom all-wood cabinet. el F-17 TOL. Only **$179.95**

Fed. Tax, 1 yr. warranty on picture tube.

HESE CROSLEY DEALERS:

HAHN & COE
1515 Halsted St.

CICERO
W. T. CHOJNACKI & SONS
2900 S. 48th Court
MILES TV & APPLIANCE
5742 W. Cermak Rd.

DWIGHT
THOMPSON APPLIANCE
108 E. Main

JOLIET
GRABAVOY APPL. HARDW.
467 Collins St.
LUCENTA TIRE SUPPLY
265 N. Chicago
MOYNIHAN'S APPLIANCE
61 E. Jefferson
SPIEGEL AUTO-HARDWARE
37 E. Cass St.

KANKAKEE
HOME APPLIANCE & HEATING
1292 W. Station

LAKE ZURICH
SMITH ELECTRIC & APPL.
Main Street

LIBERTYVILLE
GIBSON RADIO & ELECTRIC
620 Milwaukee

MT. PROSPECT
WILLE'S COAL & MATERIAL
100 Northwest Hwy.

WATSEKA
BROOKS RADIO
115 N. Fourth

WAUKEGAN
MICHAEL-WILLS
1212 Grand Ave.
SPIEGEL AUTO-HARDWARE
133 S. Genesee St.

WHEATON
GUARANTEE GENERAL STORE
927 E. Roosevelt Rd.

ZION
LUCY'S FURNITURE & APPL.
Dunes Park

INDIANA SUBURBS

BLACK OAK, IND.
BLACK OAK APPLIANCE
6139 W. 25th Ave.

CEDAR LAKE, IND.
CEDAR LAKE LUMBER CO.
R.R. 1

EAST CHICAGO, IND.
RITE-WAY FURNITURE
622 W. Chicago Ave.

HAMMOND, IND.
MIKE KAMPO
566 State

728 SOUTH MICHIGAN AVENUE • CHICAGO • WAbash 2-3250

a new series of
FINE DRAMATIC PRESENTATIONS

ETHEL BARRYMORE THEATRE

WGN-TV (9) SUNDAY 9:30-10:00 P.M.

sponsored by the
CHICAGO MOTOR CLUB

"THE BADGE OF MOTORING DISTINCTION"

ONE OF HOLLYWOOD'S NEWEST MOVIES
NOW FOR THE FIRST TIME ON TV...

"MY DEAR SECRETARY"
starring
Kirk Douglas, Laraine Day
Rudy Vallee, Keenan Wynn
Helen Walker, Gale Robbins

SPOTLIGHT THEATER
SUN. 10 p.m. WBKB Ch. 7

Presented by
DE MET PONTIAC
5150 W. North Ave.

SUN SEPT 27

WARING 8 P.M. (2)

YOUNG 9 P.M. (5)

(Continued from page 23

7:00 2 TOAST OF THE TOWN
Ed Sullivan presents: Patachou, French singer; Peter Lind Hayes and Mary Healy, comedians; Darvas and Julia, dance team; Walter Dare Wahl, comedian.

5 BIG PAYOFF—Quiz For Men
Bess Myerson and Randy Merriman. (This is the last in the current series. Next week "Comedy Hour" with Martin and Lewis.)

9 TV SHOWCASE

7:30 9 FRONT PAGE DETECTIVE
Edmund Lowe as David Chase.

8:00 2 FRED WARING—Musical
RETURN: The Pennsylvanians.

5 TV PLAYHOUSE—Drama
"O for 37." A young baseball player discovers that his home is just as important as his career.

7 WALTER WINCHELL—News

9 ROCKY KING—Film Drama
"Open and Shut." Rocky King finds the motive and the means used to sabotage an airplane. Roscoe Karns.

8:15 7 ORCHID AWARD—Musical
Guests: The DeMarco Sisters. Host: Donald Woods.

8:30 2 ARTHUR MURRAY PARTY
Guests: Richard Tucker, Metropolitan Opera tenor; Billy De Wolfe.

7 MOVIE—Title Not Available

9 PLAINCLOTHESMAN—Drama
A father makes a desperate effort to bring romance into the life of his eldest with tragic results.

9:00 2 THE WEB—Mystery Drama
"Combination for Murder." A wealthy young woman marries a fortune hunter.

5 LETTER TO LORETTA—Drama
Miss Young portrays a youthful society matron who attempts to give her young son the parent-child relationship that the boy's father cannot understand. *Sponsored by Proctor and Gamble.*

9 DOLLAR A SECOND—Quiz
Jan Murray emcees.

9:15 7 FOCUS—Film Short

9:30 2 WHAT'S MY LINE?—Quiz
John Daly with Arlene Francis, Bennett Cerf, Dorothy Kilgallen and Steve Allen.

FRANCIS
9:30 P.M. (2)

FAIRBANKS
MIDNIGHT (2)

SUN
SEPT 27

5 VICTORY AT SEA-Documentary
"Sealing The Breach." Anti-submarine warfare in the Atlantic. *Sponsored by Illinois Bell Telephone.*

7 BILLY GRAHAM—Evangelist

9 ETHEL BARRYMORE THEATER
"The Gentle Years." Presented by Miss Barrymore and starring Walter Brennan. A small town editor plays an amiable trick to get American citizenship for a timid Swedish servant. *Sponsored by Chicago Motor Club.*

9:45 7 FOCAL POINT

10:00 2 'SECRETS OF SCOTLAND YARD'
MOVIE—A Nazi spy threatens the fate of an Empire. Stephanie Bachelor and C. Aubrey Smith star. *Sponsored by House Finance Corp.*

5 CLINT YOULE—Weather
Temperatures and predictions.

7 "MY DEAR SECRETARY"
MOVIE — Fiction writer's major problems revolve around domestic difficulties and his secretary. Kirk Douglas and Rudy Vallee. *Sponsored by De Met Pontiac.*

9 "THE STRANGE WOMAN"
MOVIE—(1st showing) A headstrong girl uses men as a stepping stone to wealth and power. Hedy Lamarr, George Sanders and Louis Hayward. *Sponsored by Courtesy Motors.*

10:10 5 DORSEY CONNORS—Ideas
Keep your car neat.

10:15 5 ALEX DREIER—News

10:30 2 MOVIE—Title Not Available

5 NORMAN BARRY—Sports
Norm's guest is Bert Wilson.

11:00 5 "SUNBONNET SUE"
MOVIE—Fifth Avenue society woman attempts to keep people from learning that her niece sings and dances in a Bowery saloon.

11:15 2 Program Not Available

11:30 9 LES NICHOLS—News

11:45 2 LATE NEWS

11:50 7 COMMERCIAL—Film

12:00 2 "AMATEUR GENTLEMAN"
MOVIE — Innkeeper is falsely accused of theft from his guests and condemned to die, and his son poses as a wealthy playboy in an attempt to find the real thief. Douglas Fairbanks, Jr.

7 "TYPHOON TREASURE"
MOVIE—Pearl trader loses his boat with pearls in a typhoon.

TV's Finest First Run Movie
HFC PLAYHOUSE
TONIGHT
10 p.m.
"SECRETS OF SCOTLAND YARD"
starring
Stephanie Bachelor
C. Aubrey Smith
Hair-trigger suspense as a Nazi spy threatens the fate of an Empire
WBBM-TV Channel 2
Presented by
HFC HOUSEHOLD FINANCE Corporation
MONEY WHEN YOU NEED IT

COURTESY THEATRE
PRESENTS
SUN. 10 p.m. WGN-TV
Hedy Lamarr
in The Strange Woman
co-starring
GEORGE SANDERS
LOUIS HAYWARD
Her Beauty was Deadly as Sin!

Your host
COURTESY MOTORS
World's Largest Automobile Dealer!

Monday

SEPT 28

SMITH
2 P.M. (5)

MORNING PROGRAMS ON PAGE A-10

12:00 2 LUNCHEON WITH BILLY
Variety with Billy Leach.

5 NOONTIME COMICS
Johnny Coons entertains the kids.

7 HAPPY PIRATES—Kids' Fun
Dick "Two Ton" Baker is emcee.

9 HI LADIES—Interviews
Jack Payne emcees with Harold Turner at the organ.

12:25 2 LEE PHILLIP SHOW—Tips
News for the homemaker.

12:30 2 GARRY MOORE SHOW
Garry tackles the all important problem of what women should do with their old mink coats. Song productions: Denise Lor sings "Granada," Denise and Ken Carson do "Love Me, Love Me."

5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke and his guitar.

7 TIME FOR FUN—Nick Francis
Nicky, the dog Bobo, and cartoons.

12:45 9 Program Not Available

1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz game.

5 BOB AND KAY SHOW—Variety
Bob Murphy, who returns from vacation, and Kay Westfall.

7 RUTH CROWLEY—Baby Care
Tips about dressing baby.

9 "RED RIVER RENEGADE"
MOVIE—Postal inspector and his helper set out to trap ruthless gang leader. Sunset Carson, Peggy Stewart and Bruce Langley star.

1:15 7 STUART BRENT—Discussion

1:30 2 LINKLETTER'S HOUSEPARTY
Guests, interviews and chatter.

7 THE DOWDS—Discussion
Betty and Don Dowd talk about things of every-day interest.

2:00 2 BIG PAY OFF—Quiz Show
Randy Merriman and Bess Myerson.

5 KATE SMITH SHOW—Variety
Barbara Carroll Trio and the King Odum Quartet are featured. Drama will be "Ballantine the Magician."

7 CLAUDE KIRCHNER SHOW

9 PAUL DIXON SHOW—Musical
Musical pantomimes with Paul, Wanda Lewis and Sis Camp.

2:25 7 ULMER TURNER—News
News events around the world.

2:30 2 BOB CROSBY SHOW—Musical
Music by Bob and the Modernaires with 17-year-old songstress Joan O'Brien.

7 MOVIE QUICK QUIZ—Game

2:45 7 MIQUE COLLIS SHOW

3:00 2 PETTICOAT PARTY—Games
Frazer Thomas emcees games and stunts for members of women's clubs. Music by vocalists Barbara Sims, Jack Fulton and pianist Hank Winston.

5 WELCOME TRAVELERS—Chats
Interviews with Tommy Bartlett.

7 "FLYING FISTS"
MOVIE—Heavyweight champ quits ring because his girl hates fighters. Herman Brix, Jeanne Martel.

9 "RANGE DEFENDERS"
MOVIE—The Three Mesquiteers attempt to expose a phoney sheriff. Bob Livingston, Ray Corrigan and Max Terhune in the leading roles.

3:30 2 SHOPPING WITH O'RILEY
Patrick O'Riley and Lee Phillip.

5 ON YOUR ACCOUNT—Chats
Interviews with Johnny Olson.

3:45 2 "HIS GRACE GIVES NOTICE"
MOVIE—Young footman is informed that he has inherited a dukedom. Arthur Margetson and Viola Keats.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
Serial shown in part.

7 "RANGE WARFARE"
MOVIE—Western adventure featuring Reb Russell.

4:15 5 GABBY HAYES SHOW—Tales
Western serial shown in part.

4:30 5 HOWDY DOODY—Puppet Tale
Bob Smith emcees the antics.

9 "GHOST TOWN GOLD"
MOVIE—The Three Mesquiteers attempt to round up a gang of bank robbers. Robert Livingston, Ray Corrigan and Max Terhune.

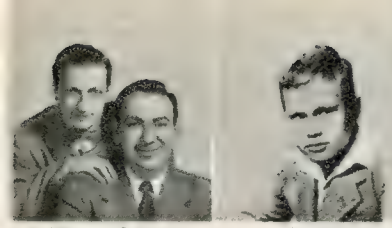
4:55 7 COMMERCIAL—Film

5:00 2 GARFIELD GOOSE & FRIEND
Comedy movies and stories with the goose who thinks he's King of the United States, assisted by "Friend" Frazer Thomas.

5 ELMER, THE ELEPHANT
John Conrad amuses the children.

7 ANGEL CASEY—Film
"Charlie Chase" plus cartoon.

5:30 2 GENE AUTRY TIME—Film
Outlaws are brought to justice.



BOB and RAY 6:30 P.M. (5) | de WILDE 6:30 P.M. (7)

MON SEPT 28

5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco the Clown, plus a film for the kiddies.

7 BOB ATCHER—Serial Film
"Cheyenne Takes Over," part 1. Man who claims some important property attemtps to murder the rightful owner. "Lash" LaRue.

9 ROBERT F. HURLEIGH—News

5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon interviews the man on the street.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports
Report on the world of sports.

5 CLINT YOULE—Weather
Temperatures and predictions.

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventures
"Operation Treachery." Traitor Marcus Gayo has placed a Martian Boy, the exact image of the Video Ranger, on board the Galaxy. Al Hodge stars.

6:05 5 ALEX DREIER—News
Report on news of the day.

6:10 5 JOE WILSON—Sports

7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News

5 DORSEY CONNORS—Travel
Guest: French Consul Ernst L. Knuti.

9 NUMBER PLEASE—Quiz Game
DEBUT: Jack Brickhouse conducts.

6:20 5 TONY WEITZEL—Comments
Gossip and information about celebrities in Chicago.

6:25 7 WAYNE GRIFFIN—Weather
Temperatures and predictions.

6:30 2 DOUGLAS EDWARDS—News

5 BOB AND RAY SHOW—Satire
Bob Elliott and Ray Goulding.

7 JAMIE—Situation Comedy
DEBUT: Starring Brandon de Wilde as Jamieson Francis McHummer and Ernest Truex as his grandfather. Jamie is a young orphaned boy who arrives at his new home expecting the usual dour reception.

9 SPENCER ALLEN—News

6:45 2 PERRY COMO SHOW—Musical
Perry, Fontane Sisters and the Ray Charles Chorus.

5 JOHN C. SWAYZE—News

7 FOCAL POINT—Film Shorts

9 SPENCER ALLEN—Local News

7:00 2 BURNS AND ALLEN—Comedy
Gracie thinks that she and George are not legally married.

Join the Fun

ON

PETTICOAT PARTY

MONDAY THRU FRIDAY

3:00 PM

starring

Frazer Thomas

Barbara Sims

Jack Fulton

For Free tickets write to

PETTICOAT PARTY

WBBM-TV

Chicago 11, Ill.

Sponsored by

COMMONWEALTH EDISON COMPANY

WBBM-TV CHANNEL 2

MON SEPT 28

POLESIE
7 P.M. (9)

GODFREY
7:30 P.M. (2)

HADLEY
8 P.M. (2)

BUTTONS
8:30 P.M. (2)

COOPER
9 P.M. (2)

5 NAME THAT TUNE—Quiz
Red Benson emcees comedy-musical quiz with vocalist Vicki Mills. Cash prizes are awarded contestants who give the correct titles to songs.

7 SKY KING THEATER—Western
Kirby Grant stars in adventure.

9 TWENTY QUESTIONS—Quiz
Moderator Jay Jackson with panel: Fred Van Deventer, Florence Rinard, Herb Polesie and 14-year-old Dick Harrison, replacing Johnny McPhee.

7:30 2 GODFREY'S TALENT SCOUTS
Professional talent variety competition. A split screen is used in order for viewers to see both contestants in New York and Godfrey at his Leesburg, Virginia home.

5 VOICE OF FIRESTONE—Music
Guests: Mildred Miller, mezzo-soprano and Jerome Hines, bass, both of the Metropolitan Opera Company. They will duet in "Only a Rose" by Friml and "One Alone" by Romberg. Miss Miller sings "The Habenera" from Bizet's "Carmen" and Mr. Hines will do "Son Lo Spirite" from Boito's "Mefistofele." Howard Barlow conducts the orchestra in "The Aragonaize," also from "Carmen," "Entrance of the Little Fauns" from "Cydalise et le Chevre-Pied" by Pierne and "Slavonic Dance No. 9 in B Major" by Dvorak.

7 "THE BLACK RAVEN"
MOVIE—An Inn is the scene of a series of murders in which all the guests are held as suspects. George Zucco, Wanda McKay.

9 ALL STAR WRESTLING—Film
Russ Davis describes.

8:00 2 RACKET SQUAD—Drama
Reed Hadley as Captain Braddock investigates the case of a wealthy widow who has been given "security" against "temporarily frozen European assets." (This is the last show in the current series. Next week "I Love Lucy.")

5 JUVENILE JURY—Kids' Panel
Jack Barry moderates panel of young jurors, including: Richard Goodall, 10. Joe Ward, 6. (This is the last show in the current series. Next week "Dennis Day.")

8:30 2 RED BUTTONS—Comedy
Guest: Nanette Fabray. Red and the cast do: 1. Red as a shoeshine boy in a satirical takeoff on Mickey Spillane. 2. Reds first apartment. Company includes Joe Silver, Jean Carson, Sam Birch, Ralph Stantley.

5 ROBERT MONTGOMERY
"The Big Money," by John Dos Passos. Adapted for TV by Irving Gaynor Neiman. The story of a World War I hero who devotes his entire post war existence to pursuing money as the cure for all ills. Starring Gary Merrill.

9 CHICAGO BEARS QUARTERBACK CLUB
"Red" Grange and Luke Johnsos.

9:00 2 STUDIO ONE—Drama
"Hound-Dog Man." The story of a 12-year-old boy's desire for a dog and his attachment to a "no good" hunter. Jackie Cooper.

7 PAUL HARVEY—News

Scotland's Prince of Whiskies

CHIVAS REGAL

12 YEAR OLD SCOTCH WHISKY

BLENDED SCOTCH WHISKY • 86 PROOF
CHIVAS BROTHERS IMPORT CORP. • NEW YORK, N. Y.

HARVEY
9 P.M. (7)

ROBLE
10 P.M. (7)

MON SEPT 28

9 BOXING—Eastern Parkway
Coley Wallace vs. Bill Gilliam (heavyweights).
JIMMY POWERS' RATINGS: Wallace is unrated. Fights, 20. Won, 18. Lost, 2. K.O.'s, 14. Gilliam is unrated. Fights, 40. Won, 23. Lost, 15. Drew, 2. K.O.'s, 7. Gilliam is slower than Coley and will make a good stationary target.

9:15 7 FOCAL POINT—Film

9:30 5 WHO SAID THAT?—Quiz
Moderator Walter Kiernan.

7 CARDINAL QUARTERBACK CLUB

9:45 9 ARCH WARD—Sports
Interviews with sports stars.

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather
Temperatures and predictions.

7 STUDS AND CHET—Celebrities
Studs Terkel and Chet Roble.

9 "HI-JACKED"
MOVIE—Parolee is suspected of hijacking a freight truck and he sets out to prove his innocence.

10:10 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Ideas
Curtain rods do other jobs.

10:15 2 JOHN HARRINGTON—Sports

5 JACK ANGELL—News

10:25 2 ART MERCIER—Sports Tips
Discussion for sportsmen.

10:30 2 JOHN HARRINGTON—News

5 NORMAN BARRY—Sports

7 DR. FIXUM—Household Ideas
Art Youngquist officiates.

10:45 2 IRV KUPCINET—Comments
Gossip and interviews.

5 HERBIE MINTZ—Musical
Melodies, old and new.

11:00 2 "THURSDAY'S CHILD"
MOVIE—Stewart Granger stars.

5 "MURDER BY INVITATION"
MOVIE—Newspaper writer is invited to spend week at estate of an eccentric spinster.

7 ULMER TURNER—News

11:10 7 JACK EIGEN SHOW—Chats
Gossip and interviews.

11:30 9 LES NICHOLS—News

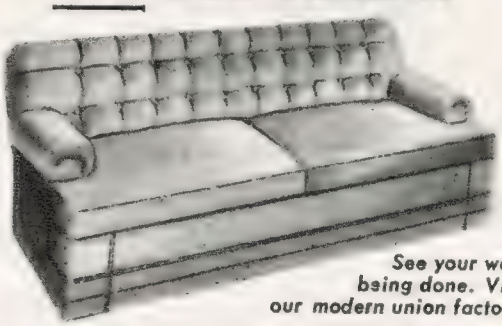
11:45 9 COMMERCIAL—Film

12:00 2 "PRISON TRAIN"
MOVIE — Demoted gang leader chooses death rather than jibes.

7 "THE UNDERDOG"
MOVIE—Youngster attempts to enlist his dog in the K-9 Corps.

REUPHOLSTERING & RESTYLING

REUPHOLSTERING IS OUR BUSINESS NOT OUR SIDELINE



See your work being done. Visit our modern union factory.

Lee's 69 years of experience in rebuilding and restyling furniture assure you of the same high quality of craftsmanship found in the most expensive furniture.

Choose from the finest selection of domestic and imported fabrics —in any price range you desire. Our workmanship and construction is guaranteed for 10 years.

FREE plastic covers with every order

10% DOWN as long as 18 months to pay
TERMS AS LOW AS $5 per month

24 HOUR PHONE SERVICE

DIckens 2-0373

PHONE NOW

Our decorator will call at your home night or day — for your convenience. There is no charge for this service.

City and Suburbs

LEE UPHOLSTERING
3319-21 W. Fullerton

Formerly on Armitage

Tuesday

SEPT 29

LEACH
NOON (2)

MORNING PROGRAMS ON PAGE A-10

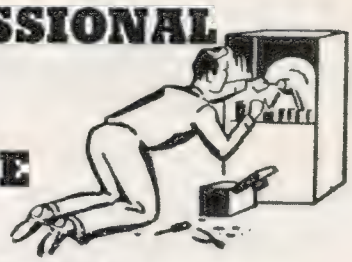
12:00 2 LUNCHEON WITH BILLY
Variety with Billy Leach.
5 NOONTIME COMICS
Johnny Coons entertains the kids.
7 HAPPY PIRATES—Kids' Fun
Tunes by "Two Ton" Baker.
9 HI LADIES—Interview Show
Jack Payne emcees with Harold Turner at the organ.
12:25 2 LEE PHILLIP SHOW—Hints
Tips for the homemakers.
12:30 2 GARRY MOORE SHOW
Garry and Durward Kirby debate the relative advantages of their heights. Ivan Sanderson exhibits a rare animal. Denise Lor sings "Life Is A Beautiful Thing" and Ken Carson offers "Tenderfoot."
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke and his guitar.
7 TIME FOR FUN—Kids' Show
Nick Francis and Bobo the dog.
12:45 9 Program Not Available
12:55 7 ULMER TURNER—News
1:00 2 I'LL BUY THAT—Panel
Mike Wallace emcees audience participation game with panelists.
5 BOB AND KAY—Variety
Interviews, chatter and guests with Bob Murphy and Kay Westfall.
7 RUTH CROWLEY—Baby Care
All about diapering.
9 MOVIE—Title Not Available
1:15 7 STUART BRENT—Discussion
1:30 2 LINKLETTER'S HOUSEPARTY
7 THE DOWDS—Discussion
Betty and Don Dowd talk about things of everyday interest.
2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.
5 KATE SMITH SHOW—Variety
Guests: The Katydids and The Showtimers.
7 CLAUDE KIRCHNER SHOW
9 PAUL DIXON SHOW—Music
Musical pantomimes with Paul, Wanda Lewis and Sis Camp.
2:25 7 ULMER TURNER—News
2:30 2 BOB CROSBY SHOW—Musical
The Modernaires and Joan O'Brien.
7 MOVIE QUICK QUIZ—Game
2:45 7 MIQUE COLLIS SHOW
3:00 2 PETTICOAT PARTY—Games
Emcee Frazer Thomas with music by Barbara Sims, Jack Fulton and Hank Winston.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors.
7 "WHAT BECOMES OF THE CHILDREN"
MOVIE—Railroad president and wife, infatuated with money and power, turn their children into juvenile delinquents through neglect. John Marsh, Robert Frazer and Natalie Moorhead.
9 MOVIE—Title Not Available
3:30 2 SHOPPING WITH O'RILEY
Patrick O'Riley and Lee Phillip.
5 ON YOUR ACCOUNT—Chats
Johnny Olson interviews.
3:45 2 "PAUL TEMPLE'S TRIUMPH"
MOVIE—English detective is brought in by the Government to combat notorious spy syndicate which is stealing atomic secrets. John Bentley, Dinah Sheridan, Jack Livesey.
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
Serial shown in part.
7 "TEXAS JACK"
MOVIE—Local school teacher is kidnapped at traveling medicine show. Jack Perrin and Jayne Regan.
4:15 5 GABBY HAYES SHOW—Tales
Western serial shown in part.
4:30 5 HOWDY DOODY—Puppet Tale
Clarabelle, clown, amuses the kids.
9 "THE TRIGGER TRIO"
MOVIE—A Great Dane, named Buck, assists in an amazing rescue. Ray Corrigan, Max Terhune, Ralph Byrd.
4:55 7 COMMERCIAL—Film
5:00 2 GARFIELD GOOSE & FRIEND
More fun with the only goose who gets 15c a week allowance.
5 ELMER, THE ELEPHANT
John Conrad amuses the children with his intelligent elephant.
7 ANGEL CASEY—Film
"Charlie Chase" plus cartoon.
5:30 2 GENE AUTRY TIME—Film
Gene triumphs over outlaws.
5 KIDS KARNIVAL KWIZ—Fun
Art Hern as Natco the clown.
7 HOPALONG CASSIDY-Western
Bill Boyd plays Hoppy.
9 ROBT. F. HURLEIGH—News
5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon conducts interviews.

BOYD 5:30 P.M. (7) | WEITZEL 6:20 P.M. (5)

TUE SEPT 29

5:50 5 JACK ANGELL—News
6:00 2 BOB ELSON—Sports
5 CLINT YOULE—Weather
Temperatures and predictions.
7 AUSTIN KIPLINGER—News
9 CAPTAIN VIDEO—Adventures
"Operation Treachery." Traitor Marcus Gayo has placed a Martian boy, the exact image of the Video Ranger, on board the Galaxy. Al Hodge stars with Ben Lackland, Gerraine Raphael, Don Hastings.
6:05 5 ALEX DREIER—News
Roundup of world events.
6:10 5 JOE WILSON—Sports
7 JACK DREES—Sports
6:15 2 JULIAN BENTLEY—News
5 DORSEY CONNORS—Travel
9 NUMBER PLEASE—Quiz Game
Jack Brickhouse conducts.
6:20 5 TONY WEITZEL—Comments
Celebrities in town and what they're doing, as well as an interview.
6:25 7 WAYNE GRIFFIN—Weather
6:30 2 DOUGLAS EDWARDS—News
5 EDDY ARNOLD SHOW—Music
Songs and ballads by Eddy and the Dickens Sisters.
7 CAVALCADE OF AMERICA
Drama
9 SPENCER ALLEN—News
6:45 2 JANE FROMAN SHOW-Musical
Cast includes the Peter Birch dance group, Henry Sylvern's orchestra. Bermuda Setting. Jane sings: "Blue Skies," "Let's Call The Whole Thing Off," "No Other Love." The quartet offers Noel Coward's "Mad Dogs And Englishmen" and "Sing A Tropical Song."
5 JOHN C. SWAYZE—News
9 SPENCER ALLEN—Local News
7:00 2 GENE AUTRY SHOW—Western
"Rio Renegades." Gene and Pat become involved with an ex-convict, a secret gold strike, a beautiful woman and a gang of burglars. (A glossary of Western terms appears in next weeks *TV Guide*.
5 MILTON BERLE—Variety
RETURN: Ruthie Gilbert and guest, Frank Sinatra.
7 "X MARKS THE SPOT"
MOVIE—Police sergeant is murdered by former gunmen now engaged in rubber racketeering. Damian O'Flynn, Helen Parrish and Dick Purcell.

PROFESSIONAL TV SERVICE



CHICAGO

north

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. GRaceland 7-2844

FRITZEL RADIO & TV LABORATORIES
1139 W. Wilson Ave. LOngbeach 1-0002

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway LOngbeach 1-2250

FAST RADIO DISPATCHED DAY-NITE SER.
1409 W. Irving Pk. EAstgate 7-4120

southeast

SOUTHSHORE DAY & NIGHT TV ENGS.
1977 E. 73rd St. NOrmal 7-0126

FAST RADIO DISPATCHED DAY-NITE SER.
6321 S. University Ave. MIdway 3-9111

south

MASTER SERVICE CO.
1153 E. 82nd St. SOuth Shore 8-9282

west

EXPERT RADIO & TELEVISION SERVICE
321 N. Laramie ES 8-0656—AU 7-9181

southwest

FAST RADIO DISPATCHED DAY-NITE SER.
1805 W. 95th St. CEdarcrest 3-4677

near north

FRITZEL RADIO & TV LABORATORIES
454 W. North Ave. MIchigan 2-7100

northwest

ACE DAY & NIGHT TELEVISION SERVICE
4766 N. Milwaukee SPring 7-5110

FOSTER DAY & NIGHT TELEVISION SER.
2922 N. Milwaukee HUmboldt 9-0911

TV ASSOCIATES
4027 N. Pulaski COrnelia 7-5666

TUE SEPT 29

SKELTON
7:30 P.M. (2)

ERWIN
7:30 P.M. (7)

FADIMAN
8:00 P.M. (2)

THOMAS
8 P.M. (7)

MURROW
9:30 P.M. (2)

9 TWO TO GO—Panel
DEBUT: "One Minute Please." Panelists talk for a minute on a given subject, utilizing tricks to make themselves clear. Adaptation of game of the same title now on the BBC. Panel: Morey Amsterdam, Agnes Rogers, Anna Lee, Jimmy Cannon and 2 other guests. Host: John McCaffery.

7:30 2 RED SKELTON—Comedy
How Red Skelton hopes to make good this year. See next week's *TV Guide* for Red's story.

5 WONDERFUL JOHN ACTON
Adventures of an Irish family in the Ohio River Valley at the turn of the century. Luis Van Rooten, Harry Halcombe, Ian Martin, Pat Harrington, Virginia Dwyer.

7 STU ERWIN SHOW—Comedy
Stu stars with June Collyer.

9 MUSIC SHOW—Tune Time
Tunes by Jackie Van, Mike Douglas, Eleanor Warner, Henri Noel.

YOUR NEW COPY OF TV GUIDE IS ON SALE WEDNESDAY

"Skelton's Last Stand" — Red works extra hard on new show . . . World Series—complete line-ups and schedules . . . Gene Autry's Western Webster—dictionary of cowboy talk . . . Special Feature: Your TV-Q—rate your TV tastes . . . plus many more articles, features, color pictures!

8:00 2 THIS IS SHOW BUSINESS
Host Clifton Fadiman with George S. Kaufman, Sam Levenson and guest panelist, Jacqueline Susann. Guest artists: John Raitt, baritone; Phil Foster, comedian and Gloria Gilbert, Ballerina.

5 FIRESIDE THEATER—Drama
"Domestic Tranquility." Four people try to find a way to overcome a problem that threatens their relationship. George Givot, Ric Vallin, Nick Dennis, George Conrad.

7 MAKE ROOM FOR DADDY
DEBUT: Starring Danny Thomas as Danny Williams, a successful entertainer striving to give more time to his home and family. Jean Hagen plays Margaret, Danny's wife and Sherry Jackson and Rusty Hamer are their script children. *Sponsored by Lucky Strike.*

9 "MAIN STREET LAWYER"
MOVIE — A prosecutor's personal problems cause him to lose his case against a noted gangster from the big city. Edward Ellis.

8:30 2 SUSPENSE—Drama
A jealous spinster tells a mortician to arrange her funeral and then goes home to her sister whom nobody has seen outside of her home. Martha Scott and Judith Evelyn.

5 CIRCLE THEATER—Drama
"A Time to Live." Although remarried, a war widow finds that she cannot get over the loss of her first husband and travels to France to visit his grave.

7 MOVIE—Title Not Available

9:00 2 DANGER—Drama
"Once Over Lightly," with Joe Maross. A barber, in trouble with gangsters runs into a close shave.

5 JUDGE FOR YOURSELF-Variety
Fred Allen emcees. Guest panelist: Milt Gabler of Decca Records.

9 PLAY OF THE WEEK—Drama
"The House of Death." Beautiful girl comes to live with her uncle who is on intimate terms with monsters and goblins. Boris Karloff.

9:30 2 SEE IT NOW—Documentary
Edward R. Murrow presides.

5 BOB CONSIDINE—Chats

7 NAME'S THE SAME—Panel
Emcee Robert Q. Lewis.

PHILLIP 10:10 P.M. (2) | DUGGAN 11:10 P.M. (7)

TUE SEPT 29

9 GAME OF THE WEEK—Film
Notre Dame vs. Oklahoma.

9:45 5 MAN ON THE GO—Alex Dreier

10:00 2 FAHEY FLYNN—News
5 CLINT YOULE—Weather
7 CROWN THEATER—Drama
Gloria Swanson presents "Thank You Mr Finch," with John Litel.
9 "AND THEN THERE WERE NONE"
MOVIE—Ten people, invited to a lonely island, are scheduled to die Barry Fitzgerald, Walter Houston and Judith Anderson.

10:10 2 LEE PHILLIP—Weather
Tomorrow's weather prediction.
5 DORSEY CONNORS—Ideas
Paint your own polka dots.

10:15 2 JOHN HARRINGTON—Sports
5 JACK ANGELL—News

10:25 2 ART MERCIER—Sports Tips

10:30 2 JOHN HARRINGTON—News
5 NORMAN BARRY—Sports
7 I'M THE LAW—Drama
"O Sole Mio." A ten-year-old boy is sole witness to murder of his father, and Lt. Kirby must carry on an investigation while at the same time protecting his youthful star witness. George Raft stars.

10:45 2 IRV KUPCINET—Comments
Chatter, interviews.
5 HERBIE MINTZ SHOW—Music

11:00 2 "CARDINAL"
MOVIE — Cardinal in charge of building St. Peter's in Italy becomes a bitter enemy of the leader of the Pope's military.
5 HARNESS RACING
Joe Wilson describes the sulky races from Maywood Park, Ill.
7 ULMER TURNER—News

11:10 7 TOM DUGGAN—Comments

11:30 9 LES NICHOLS—News

11:45 5 FACES IN THE WINDOW
"W.S." Ken Nordine tells a tale of suspense and horror.

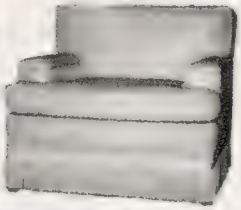
12:00 2 "MAN WHO CHANGED HIS NAME"
MOVIE—Husband learns that his wife is unfaithful, but when he succeeds in proving what kind of man the lover is he must also reveal why he changed his own name.
7 "MIDNIGHT PHANTOM"
MOVIE—Several policemen are possible suspects when murder strikes at police headquarters.

SIT BACK AND LAUGH!
"MAKE ROOM FOR DADDY"
Starring
DANNY THOMAS
sponsored by LUCKY STRIKE
TUESDAY 8 PM · Channel 7

DUMONT · PHILCO · ZENITH · MUNTZ
MOTOROLA · RCA · EMERSON
ADMIRAL · GE · CAPEHART
TV TROUBLE?
we're as close as your phone
SERVICE TILL 11:00 P.M.
• Each Technician Has At Least 3 Years TV Experience
• Our Tubes Guaranteed 1 Year
3 SERVICE CALL
MODERN TV
NORTH AL 2-9071 | SOUTH NO 7-3122 | WEST RO 2-1700
ALL MAKES AND MODELS SERVICED

SPECIAL TV OFFER
WONDERFUL GIFT FREE WITH EACH ORDER
YOUR WORN OUT FURNITURE LIKE NEW AGAIN

BEFORE
Terms UP to 2 Years to Pay
10 Year Written Guarantee on ALL WORK



AFTER
Sofa and Chair Restyled and Rebuilt AS LOW AS $39.50
Free Pick-up and Delivery Within 50 Miles of City
Famous HOME FURNISHINGS 3946 W. 26th St.
LAWNDALE 2-7300

12:00 (5) (9) WORLD SERIES

Brooklyn Dodgers (Manager: Charles Dressen)
vs. New York Yankees (Manager: Casey Stengel)

First two games from Yankee Stadium. Third and fourth games from Ebbets Field. Fifth game, if necessary, from Ebbets Field. Sixth and seventh games if necessary from Yankee Stadium.

Sportscasters: Mel Allen, Jack Brickhouse

Lineups: Subject to change.

BROOKLYN

19	Gilliam	2B
1	Reese	SS
4	Snider	CF
42	Robinson	LF
39	Campanella	C
14	Hodges	1B
6	Furillo	RF
3	Cox	3B

Pitchers: 17 Erskine, 28 Roe, 34 Meyer, 25 Milliken, 30 Loes

Brooklyn Bench: Infield: 2 Morgan; 5 Belardi. Outfield: 8 Shuba; 32 Antonello; 29 Thompson; 38 Williams. Catcher: 10 Walker. Pitchers: 41 Labine; 18 Hughes; 45 Podres; 46 Wade; 49 Black.

NEW YORK

12	McDougald	3B
15	Collins	1B
9	Bauer	RF
8	Berra	C
7	Mantle	CF
14	Woodling	LF
1	Martin	2B
10	Rizzuto	SS

Pitchers: 30 Lopat, 16 Ford, 17 Raschi, 22 Reynolds, 11 Sain

New York Bench: Infield: 6 Carey; 42 Coleman; 36 Mize; 45 Bollweg. Outfield: 25 Noren; 28 Renna. Catchers: 29 Silvera; 32 Houk. Pitchers: 18 McDonald; 21 Kuzava; 23 Miller; 24 Gorman.

Facts and Figures: This is the fifth straight pennant for the New York Yankees.

There are many *ifs* in the starting lineups:

Furillo's injury to his hand may affect Brooklyn's starting lineup. If he can't play Hodges will probably go to right field and the hard-slugging Belardi to first.

Jerry Coleman may see action at second.

Stengel might also gamble with Johnny Mize at first.

If a left-hander starts for the Dodgers, Bauer will start in the outfield; if a right-hander starts, Noren will probably get the nod from Stengel.

Wednesday

SEPT 30

MORNING PROGRAMS ON PAGE A-10

12:00 2 LUNCHEON WITH BILLY
Musical-variety show with Billy Leach, Jean Williams, Shirley Ryan and Hal Kartun's six-piece band.

5-9 WORLD SERIES—Baseball
N.Y. Yankees vs. Bklyn. Dodgers.

7 HAPPY PIRATES—Kids' Fun
Songs by Dick "Two Ton" Baker.

12:25 2 LEE PHILLIP SHOW—Tips
Household news for the ladies.

12:30 2 GARRY MOORE SHOW
Garry portrays "The Little Man." Song productions: "Oh, Mama," with Denise Lor, and "Rags to Riches," with Ken Carson.

7 TIME FOR FUN—N. Francis
Nicky and Bobo, the woolly dog.

12:55 7 ULMER TURNER—News

1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz game.

7 RUTH CROWLEY—Baby Care
Guest, Dr. Franklin J. Corper, attending pediatrician at Evanston Hospital, discusses the discomforts that occur in the life of a baby.

1:15 7 STUART BRENT—Discussion
Advice and information for women.

1:30 2 LINKLETTER'S HOUSEPARTY

7 THE DOWDS—Discussion
Betty and Don Dowd talk about things of every-day interest.

2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson co-emcee quiz for men.

7 CLAUDE KIRCHNER SHOW

2:25 7 ULMER TURNER—News

2:30 2 BOB CROSBY SHOW—Musical
Music by Bob, the Modernaires, and 17-year-old songstress Joan O'Brien.

7 MOVIE QUICK QUIZ—Game

2:45 7 MIQUE COLLIS SHOW

3:00 2 PETTICOAT PARTY—Games
Emcee Frazer Thomas with music by Barbara Sims, Jack Fulton and Hank Winston.

5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors.

7 "SPEED REPORTER"
MOVIE—Reporter sets out to expose an underworld gang in control of reform organization. Richard Talmadge, Luana Walters.

9 "HIT THE SADDLE"
MOVIE — The Three Mesquiteers fight for law in the West. Bob Livingston, Ray Corrigan, Max Terhune. Time is approximate, depending on ballgame length.

3:30 2 SHOPPING WITH O'RILEY
Songs by Patrick O'Riley with Lee Phillip and shopping tips for the ladies.

5 ON YOUR ACCOUNT—Chats
Johnny Olson interviews people with human interest stories to tell.

3:45 2 "DAY WILL DAWN"
MOVIE—Daring correspondent attempts to lead British commandos to an important and secret Nazi submarine base. Ralph Richardson, Deborah Kerr and Hugh Williams.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
Serial shown in part.

7 "SHOOTING MEN"
MOVIE—Western adventure.

4:15 5 GABBY HAYES SHOW—Tales
Western serial shown in part.

4:30 5 HOWDY DOODY—Puppet Tale
Watch Howdy and his pals up to their old tricks with Clarabell Clown and Bob Smith.

9 "HEART OF THE ROCKIES"
MOVIE—Highway engineer champions boys of a rehabilitation camp who are being victimized by cattle rustling gang. Roy Rogers.

4:55 7 COMMERCIAL—Film

5:00 2 GARFIELD GOOSE & FRIEND
Funny movies today in Garfield's Little Theater.

5 ELMER THE ELEPHANT
John Conrad entertains the children with his intelligent elephant.

7 ANGEL CASEY—Film
Cartoon for the children.

5:15 7 ROOTIE KAZOOTIE—Puppets
Emcee Todd Russell with Mr. Deetle Dootle and Rootie.

5:30 2 GENE AUTRY TIME—Film
Gene triumphs over outlaws.

5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco, the clown.

7 BOB ATCHER—Serial Film
"Cheyenne Takes Over," part 2. (See Monday, 5:30 P.M. listing for synopsis and cast.)

9 ROBT. F. HURLEIGH—News

5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon conducts interviews.

WED SEPT 30

EDWARDS
6:30 P.M. (2)

SWAYZE
6:45 P.M. (5)

STORM
7:30 P.M. (5)

MOORE
8:30 P.M. (2)

COLLYER
8:30 P.M. (9)

5:50 5 JACK ANGELL—News
Important news of the day.

6:00 2 BOB ELSON—Sports
Events in the world of sports.

5 CLINT YOULE—Weather
Predictions for tomorrow.

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventures
"Operation Treachery." Traitor Marcus Gayo has placed a Martian boy, the exact image of the Video Ranger, on board the galaxy. Al Hodge stars as the Captain, with Ben Lackland, Gerraine Raphael and Don Hastings.

6:05 5 ALEX DREIER—News

6:10 5 JOE WILSON—Sports
What's new in the world of sports.

7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News
Events around the world.

5 DORSEY CONNORS—Travel
Tour of Oslo, Norway.

9 NUMBER PLEASE—Quiz Game
Jack Brickhouse officiating.

THEY'RE BACK!

"MY LITTLE MARGIE"

with Gale Storm and Charles Farrell

NOW 7:30pm Wed.

WNBQ

Channel 5

sponsored by

SCOTT PAPER COMPANY

6:20 5 TONY WEITZEL—Comments
Interview with a guest.

6:25 7 WAYNE GRIFFIN—Weather

6:30 2 DOUGLAS EDWARDS—News

5 EDDIE FISHER SHOW—Tunes

7 DATE WITH JUDY—Comedy
Mary Linn Beller as Judy.

9 SPENCER ALLEN—News

6:45 2 PERRY COMO SHOW—Musical
Perry, Fontane Sisters and the Ray Charles Chorus.

5 JOHN C. SWAYZE—News

9 SPENCER ALLEN—News

7:00 2 ARTHUR GODFREY & FRIENDS
Marion Marlowe, Frank Parker, Julius LaRosa, Lu Ann Simms, Hale-Joke, Janette Davis, the McGuire Sisters and the Mariners.

5 I MARRIED JOAN—Comedy
Joan talks too much and Brad almost loses his chances for a federal judgeship. Jim Backus as Brad with Joan Davis in the title role.

7 MOVIE—Title Not Available

9 "MICKEY THE KID"
MOVIE—Youngster is brought up in the slums by his criminal father. Bruce Cabot, Ralph Byrd, ZaZu Pitts and Tommy Ryan.

7:30 5 MY LITTLE MARGIE—Comedy
"Go North, Young Lady." Margie turns the tables on her father and Mr. Hopewell when they try to break her spirit during an outing in the Canadian wilds. Gale Storm and Charles Farrell. *Sponsored by Scott Paper Co.*

8:00 2 STRIKE IT RICH—Quiz
Helping hand celebrity Bob Feller, Cleveland Indian pitcher, participates for a needy person who is unable to appear. Warren Hull.

5 KRAFT THEATER—Drama
"Lobbies Never Lie." The sequel to "Mr. Mergenthwirker's Lobblies," which tells of the small invisible beings who surround Mr. Mergenthwirker and all others whose hearts are pure.

7 STU ERWIN SHOW—Comedy

9 OLD AMERICAN BARN DANCE
Musical variety film shorts emceed by Bill Bailey.

8:15 7 FILM SHORT

8:30 2 I'VE GOT A SECRET—Panel
Garry Moore returns as emcee. Panel: Faye Emerson, Bill Cullen, Jayne Meadows and Henry Morgan.

SEPT 30

WEDNESDAY

YOULE 10 P.M. (5) | CONNORS 10:10 P.M. (5) | KUPCINET 10:45 P.M. (2) | TURNER 11 P.M. (7) | NICHOLS 11:30 P.M. (9)

7 INVITATION PLAYHOUSE
"Pair of Shoes."

9 ON YOUR WAY—Quiz Game
Bud Collyer emcees. Studio contestants are given the opportunity to win bus transportation, travel attire and travel necessities to the points of their choice. A guest celebrity poses the jackpot question which nets an airplane trip for the winner.

8:45 7 DO IT YOURSELF—Crafts
DEBUT—Demonstration with power tools. *Sponsored by Cummins Chicago Corp.*

9:00 2 BOXING—From Baltimore
Johnny Bratton vs. Al Wilson (welterweights).
JIMMY POWERS' RATINGS: Bratton is rated 1st. Fights, 80. Won, 58. Lost, 20. Drew, 2. K.O.'s, 32. Wilson is unrated. Fights, 37. Won, 24. Lost, 11. Drew, 2. K.O.'s, 7. This is a return go while Bratton waits for a crack at Kid Gavilan's welterweight crown. Bratton, a big favorite, is one of the best boxers in the business, but he has brittle hands. Bratton is the stand-out pick.

5 THIS IS YOUR LIFE—Edwards
Ralph Edwards presents the life story of a well known person dramatized by the appearance of friends and old acquaintances.

7 MAIN EVENT OF CHAMPIONSHIP WRESTLING—Film

9 TIMES SQUARE PLAYHOUSE
"Magnificent Lie." An aging chemist discovers a way to turn base metals into pure gold. Narrator is Herbert Marshall. Cast: Ervilie Alderson, Carol Brannan, Raymond Burr.

9:30 5 TV PLAYHOUSE—Drama
"Right to Hate," starring Bill Phipps, Stacy Harris, Nancy Hale. A hired hand seeks revenge by refined torture.

9 LIBERACE SHOW—Musical
Piano and vocal selections.

9:45 2 SPORTS SPOT—Review

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather
Temperatures and predictions.

7 "KID SISTER"
MOVIE—Younger of two daughters decides she is grown up and goes after her older sister's boy friend. Judy Clark, Roger Pryor.

9 "JEANNIE"
MOVIE—Modern Cinderella inherits several hundred dollars and finds herself involved in a love affair. Barbara Mullen, Wilfrid Lawson.

10:10 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Tips
Making pantry chores easier.

10:15 2 JOHN HARRINGTON—Sports

5 JACK ANGELL—News

10:25 2 ART MERCIER—Sports Tips
Discussion for sportsmen.

10:30 2 JOHN HARRINGTON—News

5 NORMAN BARRY—Sports

10:45 2 IRV KUPCINET—Comments
Gossip and interviews.

5 HERBIE MINTZ SHOW—Music

11:00 2 "THE YOUNG RECRUIT"
MOVIE—Little boy runs away from orphanage to look for parents, and chooses a sailor who is trying to return to his ship. James Dunn.

5 "CRYSTAL BALL"
MOVIE—Small town girl, who is stranded in New York, gets involved in the fortune-telling racket. Paulette Goddard, Ray Milland.

7 ULMER TURNER—News

11:10 7 TOM DUGGAN—Comments
Gossip and interviews.

11:30 9 LES NICHOLS—News

11:45 9 MOVIE—Title Not Available

12:00 2 "TOWER OF TERROR"
MOVIE—Demented lighthouse keeper on an isolated German island brings together a girl, an escaped prisoner from a concentration camp, a British agent and a German commander. Wilfrid Lawson, Movita, and Michael Rennie.

7 MOVIE—Title Not Available

"DO IT YOURSELF WITH MISTER DO-IT"
TONIGHT
8:45 pm
CHANNEL 7
Featuring Cummins do-it Shop

Thursday

OCT 1

CROSBY
2:30 P.M. (2)

MORNING PROGRAMS ON PAGE A-10

12:00 2 LUNCHEON WITH BILLY
Musical-variety show with Billy Leach, Jean Williams, Shirley Ryan and Hal Kartun's six-piece band.

5-9 WORLD SERIES—Baseball
N. Y. Yankees vs. Bklyn. Dodgers.

12:25 2 LEE PHILLIP SHOW—Hints
News and tips for the ladies.

12:30 2 GARRY MOORE SHOW
Garry and cast demonstrate how conversation can be stimulated Denise Lor offers "Vous Qui Passez Sans Me Voi."

7 TIME FOR FUN—Kids' Show
Nick Francis and Bobo cut capers.

12:55 7 ULMER TURNER—News

1:00 2 I'LL BUY THAT—Panel
Mike Wallace emcees.

7 RUTH CROWLEY—Baby Care
Tricks, tips and demonstrating viewers' questions.

1:15 7 STUART BRENT—Discussion
Advice and information for women.

1:30 2 LINKLETTER'S HOUSEPARTY
Interviews, guests and chatter.

2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

7 CLAUDE KIRCHNER SHOW

2:25 7 ULMER TURNER—News

2:30 2 BOB CROSBY SHOW—Musical
The Modernaires and Joan O'Brien.

2:45 7 MIQUE COLLIS SHOW
Fashion news and shopping hints.

3:00 2 PETTICOAT PARTY—Games
Emcee Frazer Thomas, with vocals by Barbara Sims and Jack Fulton, and Hank Winston, pianist.

5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors to the city of Chicago.

7 "SILKS AND SADDLES"
MOVIE—Horse races provide a background for adventure. Herman Brix, Toby Wing.

3:30 2 SHOPPING WITH O'RILEY
Patrick O'Riley and Lee Phillip.

5 ON YOUR ACCOUNT—Chats
Interviews with Johnny Olson.

3:45 2 "THE ROOF"
MOVIE—Murder and intrigue revolve around a box of jewels. Russell Thorndike and Judy Gunn.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
Serial shown in part.

7 "BUCKING THE WEST"
MOVIE—Western adventure.

4:15 5 GABBY HAYES SHOW—Tales
Western serial shown in part.

4:30 5 HOWDY DOODY—Puppet Tale
Watch Howdy and his pals up to their old tricks. Bob Smith emcees.

9 "ROARING LEAD"
MOVIE—The Three Mesquiteers set out to stop graft which is taking funds supposed to support an orphan's home. Bob Livingston, Ray Corrigan and Max Terhune.

4:55 7 COMMERCIAL—Film

5:00 2 GARFIELD GOOSE & FRIEND
Laughs galore with the gander who thinks he's "people."

5 ELMER, THE ELEPHANT
John Conrad entertains the children with his intelligent elephant.

7 ANGEL CASEY—Film
"Charlie Chase" plus cartoon.

5:30 2 GENE AUTRY TIME—Film
Gene struggles with bandits.

5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco the Clown.

7 BOB ATCHER—Serial Film
"Cheyenne Takes Over." part 3. See Monday, 5:30 listing for snyopsis and cast.

9 ROBERT F. HURLEIGH—News

5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon conducts interviews in front of the Tribune Tower.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports

5 CLINT YOULE—Weather
Temperatures and predictions.

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventure
"Operation Treachery." Traitor Marcus Gayo has placed a Martian boy, the exact image of the Video Ranger, on board the Galaxy. Al Hodge stars as the Captain, with Ben Lackland, Gerraine Raphael and Don Hastings.

6:05 5 ALEX DREIER—News
Complete roundup of events around the world.

6:10 5 JOE WILSON—Sports

7 JACK DREES—Sports
Events in the world of sports.

6:15 2 JULIAN BENTLEY—News

5 DORSEY CONNORS—Travel
A visit to San Francisco, Calif.

ARNOLD 6:30 P.M. (5) | MILLAND 7 P.M. (2)

THU OCT 1

9 **NUMBER PLEASE—Quiz Game**
Jack Brickhouse officiates.

6:20 5 **TONY WEITZEL—Comments**
General data and an interview.

6:25 7 **WAYNE GRIFFIN—Weather**

6:30 2 **DOUGLAS EDWARDS—News**
News around the world.

5 **EDDY ARNOLD SHOW—Music**
Ballads and folk songs with the Dickens Sisters and Eddy. (This is the last show of the current series. Next week "Dinah Shore.")

7 **LONE RANGER—Western**
"Desperado At Large." The Lone Ranger helps a Federal agent go to jail in order to track down a vicious criminal and prevent the lynching of an innocent man.

9 **SPENCER ALLEN—News**

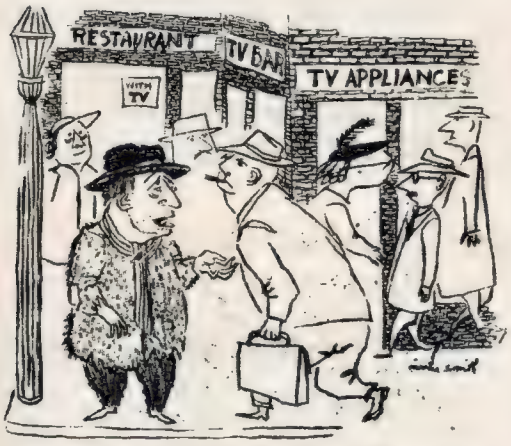
6:45 2 **JANE FROMAN SHOW-Musical**
Peter Birch dance group with Henry Sylvern's orchestra. Tunes: "Take Me Out To the Ballgame," "Two Loves Have I," "You, You, You," "Let's Be Buddies" and "Anything You Can Do."

5 **JOHN C. SWAYZE—News**

9 **SPENCER ALLEN—Local News**
Local events of interest.

7:00 2 **MEET MR. McNUTLEY-Comedy**
"Babes in the Woods." Ray Milland, as Mr. McNutley, goes hiking in the woods. Phyllis Avery as Mrs. McNutley.

5 **GROUCHO MARX—Quiz**
Groucho trades barbs with contestants in "You Bet Your Life" quiz.



"Help a former theater owner?"

For . . .

NEWS
SPORTS
WEATHER

Monday thru Friday

watch

AUSTIN KIPLINGER NEWS

6:00 - 6:10 P.M.

Sponsored by

ANACIN & DUNHILL

JACK DREES SPORTS

6:10 - 6:25 P.M.

Sponsored by

PEOPLES PONTIAC

YOUR WEATHER
(with Wayne Griffin)

6:25 - 6:30 P.M.

Sponsored by

SCHULTZ & BURCH

Channel WBKB 7

ABC TELEVISION NETWORK

GROUCHO
7 P.M. (5)

HARRIS
7:30 P.M. (7)

WEBB
8 P.M. (5)

NIGH
8:30 P.M. (2)

MEDINA
8:30 P.M. (5)

7 QUICK AS A FLASH—Quiz
Bud Collyer emcees quiz game. Guest panelists: Jimmy Nelson with Danny O'Day and June Lockhart.

9 "LAWLESS LANDS"
MOVIE—Ranger attempts to solve a series of murders. Johnny Mack Brown in the leading role.

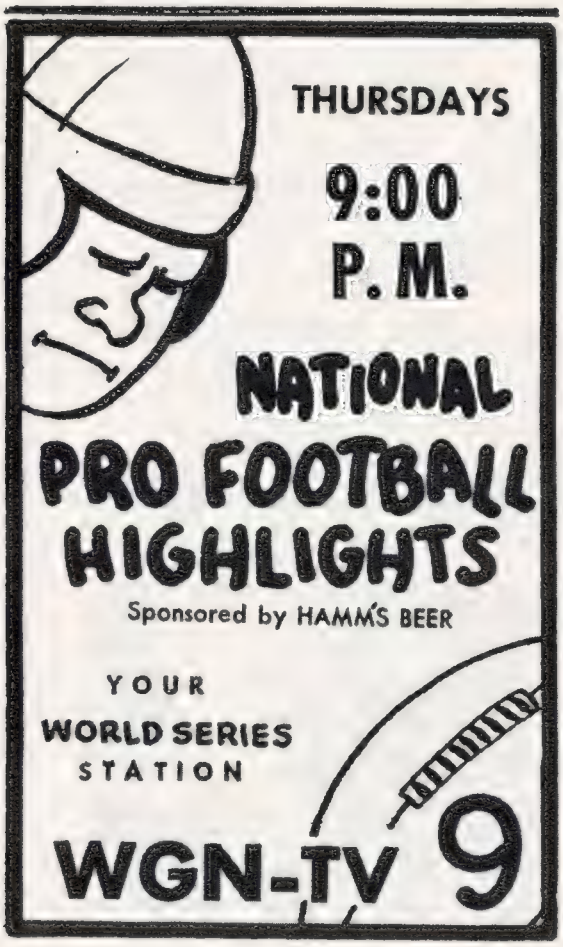
7:30 2 FOUR STAR PLAYHOUSE-Drama
Title not available.

5 TREASURY MEN IN ACTION
"The Case of the Adding Machine." Federal agents attempt to prove income tax evasion in the case of the nation's No. 1 racketeer.

7 DOORWAY TO DANGER-Drama
Agent Doug Carter (Stacy Harris) is assigned to smash a narcotics ring.

8:00 2 VIDEO THEATER—Drama
Title not available.

5 DRAGNET—Drama
Jack Webb as Sgt. Joe Friday.



7 "MARK OF THE SPUR"
MOVIE—(Cut to ½ hour.)

9 "PHILO VANCE'S SECRET MISSION"
MOVIE—Head of detective magazine is murdered and Philo sets out after a killer. Alan Curtis, Sheila Ryan and Tala Birell.

8:30 2 BIG TOWN—Drama
Steve Wilson's story is provided by a courageous mother's self-sacrifice for her young son and blind husband. Pat McVey and Jane Nigh.

5 FORD THEATER—Film Drama
"Tangier Lady," starring Patricia Medina and Scott Brady. A beautiful European adventuress endangers the life of an American expatriate when she falls in love with him.

7 RAMAR OF THE JUNGLE
"Bride Of The Idol." Young native girl is captured by followers of the high temple priest because it is said that the idol of Vashnaher wants a new bride. Jon Hall stars.

9:00 2 PENTAGON U.S.A.—Drama
Dramatic documentary based on actual files of the United States Army Criminal Investigation Department. Narrator: Robert Pastene replaces Addison Richards.

5 MARTIN KANE, PRIVATE EYE
Mark Stevens as Detective Kane.

7 PAUL HARVEY—News

9 NATIONAL PRO HIGHLIGHTS
Football talk.

9:15 7 FOCAL POINT—Film Shorts

9:30 2 CITY HOSPITAL—Drama

5 FOREIGN INTRIGUE—Drama
"International Spies." A beautiful chanteuse becomes the ally of Michael Powers when he enters a trap set by international spies. James Daly.

7 Program Not Available

9 BOSTON BLACKIE—Drama
Kent Taylor, Lois Collier and Frank Orth.

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather
Temperature and predictions.

7 ASK THE MAN—Profiles
News, music, weather, sports and science with Austin Kiplinger, Jack Drees, Dan MacMaster, Jack Callaghan and guest celebrities.

BARRY
0:30 P.M. (5)

MINTZ
10:45 P.M. (5)

THU
OCT 1

9 **"JANE EYRE"**
MOVIE—Girl who has spent an unhappy orphanage childhood obtains a position as governess in an English manor house. Orson Welles, Joan Fontaine, Margaret O'Brien.

10:10 2 **LEE PHILLIP—Weather**
5 **DORSEY CONNORS—Ideas**
Save your wife.

10:15 2 **JOHN HARRINGTON—Sports**
Events in the world of sports.
5 **JACK ANGELL—News**

10:25 2 **ART MERCIER—Sports Tips**
Discussion for sportsmen.

10:30 2 **JOHN HARRINGTON—News**
5 **NORMAN BARRY—Sports**
7 **Program Not Available**

10:45 2 **IRV KUPCINET—Comments**
Gossip, interviews, and what's going on in Chicago.
5 **HERBIE MINTZ SHOW—Music**
Melodies, old and new.

11:00 2 **"ACCUSED"**
MOVIE—Star of a Paris show is murdered after a quarrel, and one of her co-workers is tried for the killing. Douglas Fairbanks, Jr., Delores Del Rio, Florence Desmond.
5 **HARNESS RACING**
Joe Wilson describes the sulky races from Maywood Park, Maywood, Ill.
7 **ULMER TURNER—News**
9 **"HIGH TIDE"**
MOVIE—Editor tries to take control of newspaper by killing the publisher. Don Castle, Lee Tracy, Anabel Shaw, Julie Bishop.

11:10 7 **TOM DUGGAN—Comments**
Gossip and interviews.

12:00 2 **"WILLIAM COMES TO TOWN"**
MOVIE—Boy breaks into the prime minister's home to give him the "key" to national prosperity. William Graham stars.
7 **"MIDNIGHT WARNING"**
MOVIE—Police ocer is assigned to investigate the death of his friend, a nerve specialist. Claud Dell, William Boyd.

It's so nice to have a GUIDE around the house!

for up-to-the minute sports news and scores check with . . .

Norman Barry

and

"LET'S LOOK at SPORTS"

every

Monday thru Friday

★ 10:30 P.M. ★

presented by

Berghoff® **BEER**

WNBQ
NBC
CHANNEL 5

WTMJ-TV · Channel 4 · Milwaukee, Wis

Central Standard Time

WEEKDAY MORNINGS

8:00 DING DONG SCHOOL—Nursery
Friday only.

8:30 GLAMOUR GIRL—Beauty Aids
Friday only.

9:00 DING DONG SCHOOL
Mon. thru Thurs: Dr. Frances Horwich.

9:00 GARRY MOORE—Variety
Friday only: Garry and Durward Kirby portray Hildegarde and Bertha in a sketch. Ivan Sanderson exhibits a rare animal.

9:30 STRIKE IT RICH—Quiz
Friday only.

9:30 GLAMOUR GIRL—Beauty Aids
Mon. thru Thurs. Harry Babbitt emcees audience participation show.

10:00 HAWKINS FALLS—Serial

10:00 GORDON THOMAS—Variety
Friday only.

10:15 GORDON THOMAS—Variety
Mon. thru Thurs. Musical numbers and interviews in the outdoor studio.

10:45 BRIDE AND GROOM—Wedding
Friday only.

11:00 WHAT'S NEW IN THE KITCHEN
Mon. thru Thurs. Home economists Breta Griem and Nancy Vorpagel.

11:30 WORLD SERIES PREVUE
Beginning Wednesday. Featuring Joe Krueger and Bob Heiss.

11:45 LET'S LOOK AT THE NEWS
Fri. thru Tues.
WORLD SERIES BASEBALL
Beginning Wednesday.

SPECIAL INTRODUCTORY OFFER
30 ISSUES for only $3

--FILL IN AND MAIL TODAY--
TV GUIDE _CG
116 WEST 32nd STREET,
NEW YORK 1, N.Y.

Yes, enter my subscription to the new TV GUIDE at the special Introductory Rate of 30 weeks for only $3. My $3 is enclosed.

☐ New ☐ Renewal (9-25)

Name .....

Address .....

City..... Zone.... State.....

This order may be given to your newsdealer or mailed to TV GUIDE's subscription office.

FRIDAY, SEPTEMBER 25

12:00 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz.

12:30 BILL CARLSEN—Weather

12:35 BOB HEISS—Interviews

1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

1:30 WELCOME TRAVELERS—Chats
Interviews with Tommy Bartlett.

2:00 ON YOUR ACCOUNT—Variety
Johnny Dugan emcees.

2:30 THE U.N. IN ACTION
Ratification of the Korean armistice.

3:00 BEULAH DONOHUE—For Women
Sewing, travel, fashions and health.

3:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the fun.

4:00 SUPER CIRCUS—Big Top Fun

4:30 FOREMAN TOM—Western Films
Stories and comments by Foreman Tom of the B-Square Ranch.

5:00 LLOYD PETTIT—Sports Picture

5:15 PAUL SKINNER—News

5:25 BILL CARLSEN—Weather

5:30 BLUE ROOM ENSEMBLE—Music
Directed by Maurice Kipen.

5:45 JOHN C. SWAYZE—News

6:00 THE GOLDBERGS—Domestic Comedy
Rosie runs into unforeseen obstacles when she plans to send Sammy a tape recording of a typical family dinner. Gertrude Berg as Molly.

6:30 OZZIE AND HARRIET—Comedy
"Operation Economy." Ozzie decides to save money but ends up by trying to save face.

7:00 PLAYHOUSE OF STARS—Drama
"Desert Tragedy." A Chicago gunman travels to Arizona in search of hidden gold. Broderick Crawford.

7:30 TV SOUNDSTAGE—Drama
"Believe." Four days in the life of a young man, in which time his entire existence takes on a completely new meaning. Joseph Anthony.

8:00 BOXING—From New York
Danny Nardico vs. James Parker (heavyweights). See Chicago program listing for details.

8:45 YESTERDAY'S NEWSREEL—Film

9:00 PENTAGON U.S.A.—Drama
Dramatic documentary based on actual files of the United States Army Criminal investigation Department.

9:30 BOB KELLY—News

9:40 BILL CARLSEN—Weather

9:45 GREATEST FIGHTS OF THE CENTURY

10:00 DOIN' THE TOWN—Variety

10:30 TREASURY MEN IN ACTION—Drama

11:00 Program Not Available

11:30 TOM MERCEIN SHOW—Variety

12:00 TOM MERCEIN—News

12:05 "BIG TIMBER"
MOVIE—An inexperienced young man copes with the operations in a logging camp and the jealousy of a fellow worker. Roddy McDowell, Jeff Donnell.

MADISON Sat. NOON | CAESAR Sat. 7 P.M. | TAYLOR Sat. 11 P.M. | COX Sun. 6:30 P.M. | LYNCH Sun. 11 P.M.

SATURDAY, SEPTEMBER 26

8:30 SMILIN' ED McCONNELL—Stories

9:00 SPACE PATROL—Adventures

9:30 Program Not Available

10:00 BIG TOP—Circus Show
The Flying Hartzells, trapeze artists; Sonny Cole, elephant act; the Two Adamsons, perch act; Payo and Mae, unicycle juggling act.

11:00 BRETA GRIEM—Recipes

12:00 WILD BILL HICKOK—Western

12:30 FEARLESS FOSDICK—Mystery

1:00 Program Not Available

1:15 ECHOES FROM THE HILLS

1:30 INSIDE FOOTBALL—Marv Bell.

1:45 FOOTBALL—Nebraska vs. Oregon

2:00 IN THE PUBLIC INTEREST

2:30 BIG PICTURE—Army Film

3:00 HOT SHOT REVUE—Variety
Gordon Hinkley with Joe Shott.

4:00 LONE RANGER—Adventures

4:25 SCOREBOARD—Roundup

4:30 CISCO KID—Tale Of The West

5:00 LLOYD PETTIT—Sports Picture

5:15 PAUL SKINNER—News

5:25 BILL CARLSEN—Weather

5:30 ETHEL AND ALBERT—Comedy

6:00 BONINO—Situation Comedy

6:30 ORIGINAL AMATEUR HOUR
Ted Mack emcees talent variety.

7:00 YOUR SHOW OF SHOWS—Variety
Sid Caesar and Imogene Coca.

8:00 BURNS AND ALLEN SHOW
George pretends that he is physically unfit for outdoor life when he discovers that Gracie wants to buy a ranch.

8:30 "MY DOG SHEP"
MOVIE—Story of the devotion and courage of a shepherd dog, strayed from home, who is befriended by a boy, also homeless. Stars Flame, Tom Neal, William Farnum.

9:30 MARCH OF TIME—Film

9:55 BILL CARLSEN—Weather

10:00 BIG STORY—Newspaper Drama
Reporter Charles Manning of the Greensboro, N.C. Daily News covers a gun duel between police and a young desperado. Walter Brooke, Martin Newman.

10:30 WHAT IN THE WORLD—Science

11:00 BOSTON BLACKIE—Drama
Three men, robbing an armored truck, blast open the side with an antitank Bazooka gun and murder the driver and guard. Kent Taylor as Blackie.

11:30 CITY HOSPITAL—Drama

12:00 TOM MERCEIN—News

12:05 "DETECTIVE KITTY O'DAY"
MOVIE — Amateur feminine detective leads her boyfriend into a series of situations wherein they are suspected of murder. Jean Parker, Peter Cookson.

SUNDAY, SEPTEMBER 27

9:00 EXCURSION—Educational
Ford Foundation's Workshop program. Burgess Meredith is host to guests, Thomas Mitchell, Eddie Albert, Sugar Ray Robinson and Cliff Tatum.

9:30 THIS IS THE LIFE—Drama

10:00 CHURCH SERVICES—Religious

11:00 HANK THE HANDYMAN—Tips

11:15 ADELE ARTINIAN PRESENTS

11:30 JOURNAL COMICS—Art Whitfield.

12:00 COMMUNTY CHEST DRIVE
President Eisenhower speaks on behalf of the 1953 Red Feather drive.

12:30 KIERAN'S KALEIDOSCOPE—Film

12:45 SUNDAY NOON NEWS WITH BOB KELLY

1:00 DEATH VALLEY DAYS—Drama

1:30 G.E. THEATER—Drama
"My Wife, Poor Wretch." Family comedy about a couple who have a major crisis when they must decide whether or not to sell their car.

2:00 ROY ROGERS—Western Adventure
"Dead Man's Hills." Roy and Pat track down a gang of outlaws camped near an old silver mine.

2:30 THE GRENADIERS—Musical

3:30 YOU ASKED FOR IT—Requests

4:00 HALL OF FAME—Drama
RETURN: "Queen's Way." Story of Catherine Parr, the queen who outlived Henry VIII and saved the lives of his children including the future Queen Elizabeth. Stars Sarah Churchill.

5:00 MEET THE PRESS—Discussion
Martha Rountree and Lawrence Spivak.

5:30 MARCH OF TIME—Film

6:00 HELLO NEIGHBOR THEATER
"An Affair At the Embassy," with Leon Askin, George Nader, Carolyn Jones.

6:30 MR. PEEPERS—Comedy
Harvey shows the home movies that he and Marge took during their summer vacation. Wally Cox stars.

7:00 BIG PAY OFF—Quiz Game
Randy Merriman and Bess Myerson.

8:00 TV PLAYHOUSE—Drama
"O For 37." A young baseball player discovers that his home is just as important as his career.

9:00 LETTER TO LORETTA—Drama
Miss Young portrays a youthful society matron who attempts to give her young son the parent-child relationship that the boy's father cannot understand.

9:30 TELENEWS WEEKLY—Film

10:00 MOVIE—Title not available

11:00 PLAINCLOTHESMAN—Drama
"The Buffalo Killer." A brash Western showman cons a young woman out of $5,000 and later is found shot to death.

11:30 ROCKY KING—Mystery
"Under the Skin." Rocky seeks a murderer with the word "banana" as his only clue.

12:00 TOM MERCEIN—News

12:05 DOLLAR A SECOND—Quiz

WTMJ-TV · Channel 4

Milwaukee, Wisconsin

Central Standard Time

MONTGOMERY
Mon. 7:30 P.M.

HOWDY DOODY
Tues. 5:30 P.M.

KIPEN
Tues. 6 P.M.

MONDAY, SEPTEMBER 28

(Morning programs on page A-44)

12:00 BOB HEISS—Interviews
Interviews and demonstrations.

12:55 WEATHERMAN—Predictions

1:00 KATE SMITH SHOW—Variety

1:30 BEULAH DONOHUE—For Women
Sewing, travel, fashions, health, books.

2:00 KATE SMITH SHOW—Variety

3:00 WELCOME TRAVELERS—Interviews
Chats with Tommy Bartlett.

3:30 ON YOUR ACCOUNT—Chats
Interviews with Johnny Olson.

4:00 SUPERMAN—Drama
George Reeves as Clark Kent, with Noell Neill as Lois Lane.

4:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the antics.

5:00 FOREMAN TOM—Western Films
Western stories and comments.

5:30 BLAINE WALSH—Sports Picture

5:45 PAUL SKINNER—News

5:55 WEATHERMAN—Predictions

6:00 BLUE ROOM ENSEMBLE—Musical
Dinner music conducted by Maurice Kipen.

6:15 BEL TRIO

6:30 BOB AND RAY—Satires
Bob Elliot and Ray Goulding.

6:45 Program Not Available

7:00 NAME THAT TUNE—Quiz
Red Benson emcees comedy-musical quiz with vocalist Vicki Mills. Cash prizes are awarded contestants who give the correct titles to songs.

7:30 VOICE OF FIRESTONE—Musical
Guest soloists, Mildred Miller, mezzo-soprano, and Jerome Hines, bass.

8:00 RACKET SQUAD—Drama
Reed Hadley as Captain Braddock investigates the case of a wealthy widow who has been given "security" against "temporarily frozen European assets."

8:30 ROBERT MONTGOMERY—Drama
"Big Money," by John Dos Passos. Story of a World War I hero who devotes his entire post war existence to pursuing money as a cure for all ills. Gary Merrill, Jeanne Shepherd, Ralph Dunn, Robert Wark.

9:30 WHO SAID THAT—Quote Quiz
Moderator Walter Kiernan with panelists June Lockhart and Frank Conniff.

10:00 INDUSTRY ON PARADE—Film

10:15 BOB KELLY—News

10:25 WEATHERMAN—Predictions

10:30 BIG STORY—Drama

11:30 TOM MERCEIN SHOW—Variety

12:00 TOM MERCEIN—News

12:05 GEORGE JESSEL SHOW—Comedy

TUESDAY, SEPTEMBER 29

(Morning programs on page A-44.)

12:00 BOB HEISS—Interviews
Interviews and demonstrations.

12:55 WEATHERMAN—Predictions

1:00 KATE SMITH SHOW—Variety

1:30 BEULAH DONOHUE—For Women
Sewing, travel, fashions and health.

2:00 KATE SMITH SHOW—Variety

3:00 WELCOME TRAVELERS—Chats
Interviews with Tommy Bartlett.

3:30 ON YOUR ACCOUNT—Interviews
Johnny Olson interviews.

4:00 GRETCHEN COLNIK—For Ladies
New recipes and ideas for the kitchen.

4:15 EXPLORERS CLUB—Educational
Presented in cooperation with the Milwaukee Public Library.

4:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the fun.

5:00 FOREMAN TOM—Western Films

5:30 BLAINE WALSH—Sports Picture

5:45 PAUL SKINNER—News

5:55 WEATHERMAN—Predictions

6:00 BLUE ROOM ENSEMBLE—Musical
Dinner music conducted by Maurice Kipen.

6:15 TOMMY SHERIDAN TRIO—Musical

6:30 EDDY ARNOLD—Western Music

6:45 JOHN SWAYZE—News

7:00 MILTON BERLE—Comedy
RETURN: Comedy skits with Uncle Miltie, Ruthie Gilbert, Bobby Sherwood and guest, Frank Sinatra.

8:00 FIRESIDE THEATER—Drama
"Domestic Tranquility." Four people try to find a way to overcome a problem that threatens their relationship. George Givot, Ric Vallin, Nick Dennis, George Conrad.

8:30 CIRCLE THEATER—Drama
"A Time To Live." Although remarried, a war widow finds that she cannot get over the loss of her first husband and travels to France to visit his grave in the hope that this may help her.

9:00 JUDGE FOR YOURSELF—Talent
Fred Allen emcees program combining the use of panels, talent and audience.

9:30 RED FEATHER REVIEW
Featuring Herb Shriner and the Mariners.

10:00 MATCH YOUR WITS—Quiz

10:15 BOB KELLY—News

10:25 WEATHERMAN—Predictions

10:30 GAME OF THE WEEK—Film

11:00 CITY DETECTIVE—Drama

11:30 PLAYHOUSE—Drama

12:00 TOM MERCEIN—News

12:05 WRESTLING—Grunt 'n Groan Matches

DONAHUE
Wed. 1:30 P.M.

TOM
Wed. 5 P.M.

DAVIS
Wed. 7 P.M.

STEVENS
Thurs. 9 P.M.

LANSON
Thurs. 11 P.M.

WEDNESDAY, SEPTEMBER 30

(Morning programs on page A-44.)

12:00 BOB HEISS—Interviews
Interviews and demonstrations.

12:55 WEATHERMAN—Predictions

1:00 KATE SMITH SHOW—Variety

1:30 BEULAH DONOHUE—For Women
Fashions, travel, sewing and health.

2:00 KATE SMITH SHOW—Variety

3:00 WELCOME TRAVELERS—Interviews
Chats with Tommy Bartlett.

3:30 ON YOUR ACCOUNT—Chats
Interviews with Johnny Olson.

4:00 YOUR LIBRARY STORY—Reviews

4:15 PLATO THE PARROT—Kids' Fun

4:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the antics.

5:00 FOREMAN TOM—Western Songs

5:30 LLOYD PETTIT—Sports Picture

5:45 PAUL SKINNER—News

5:55 WEATHERMAN—Predictions

6:00 BLUE ROOM ENSEMBLE—Musical
Dinner music conducted by Maurice Kipen.

6:15 BEL TRIO

6:30 EDDIE FISHER SHOW—Musical

6:45 JOHN SWAYZE—News

7:00 I MARRIED JOAN—Domestic Comedy
Joan talks too much and Brad almost loses his chances for a federal judgeship. Joan Davis, Jim Backus.

7:30 MY LITTLE MARGIE—Comedy
"Go North, Young Lady." Margie turns the tables on her father and Mr. Hopewell when they try to break her spirit during an outing in the Canadian wilds.

8:00 KRAFT THEATER—Drama
"Lobblies Never Lie." Sequel to "Mr. Mergenthwirker's Lobblies," which tells of the small invisible beings who surround Mr. Mergenthwirker and all others whose hearts are pure.

9:00 BOXING—From Baltimore
Johnny Bratton vs. Al Wilson (welterweights.) See Chicago program listing for details.

9:45 MILWAUKEE NEWSREEL—Film

10:00 ADVENTURES IN SPORTS

10:15 BOB KELLY—News

10:25 WEATHERMAN—Predictions

10:30 PRO FOOTBALL HIGHLIGHTS—Film

11:00 DRAGNET—Police Drama
A gang of petty swindlers sets up operations in the city and preys on the families of military casualties. Jack Webb as Sgt. Friday with Ben Alexander.

11:30 TOM MERCEIN SHOW—Variety

12:00 TOM MERCEIN—News

12:05 "AVALANCHE"
MOVIE—Treasury Dept. agent is assigned to track down tax evader who has taken refuge in a far western remote mountain lodge. Bruce Cabot, Roscoe Karns, Helen Mowery, Veda Ann Borg.

THURSDAY, OCTOBER 1

(Morning programs on page A-44.)

12:00 BOB HEISS—Interviews
Interviews and demonstrations.

12:55 WEATHERMAN—Predictions

1:00 KATE SMITH SHOW—Variety

1:30 BEULAH DONOHUE—For Women
Fashions, travel, sewing and health.

2:00 KATE SMITH SHOW—Variety

3:00 WELCOME TRAVELERS—Interviews
Chats with Tommy Bartlett.

3:30 ON YOUR ACCOUNT—Interviews
Johnny Olson emcees.

4:00 GRETCHEN COLNIK—For Women
Recipes and ideas for the kitchen.

4:15 LITTLE AMATEURS—Talent Time

4:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the antics.

5:00 FOREMAN TOM—Western Stories

5:30 LLOYD PETTIT—Sports Picture

5:45 PAUL SKINNER—News

5:55 WEATHERMAN—Predictions

6:00 BLUE ROOM ENSEMBLE—Musical

6:15 TOMMY SHERIDAN TRIO—Musical

6:30 EDDY ARNOLD—Western Music

6:45 JOHN SWAYZE—News

7:00 GROUCHO MARX—Quiz
Groucho trades barbs with contestants in "Your Bet Your Life" quiz game.

7:30 TRIANGLE THEATER—Drama

8:00 OZZIE AND HARRIET—Comedy
"Operation Economy." Ozzie decides to save money but ends up by trying to save face.

8:30 FORD THEATER—Drama
"Case Of the Adding Machine." Federal agents attempt to prove income tax evasion in the case of the nation's No. 1 racketeer.

9:00 MARTIN KANE—Drama
Mark Stevens as Detective Kane.

9:30 FOREIGN INTRIGUE—Drama

10:00 THE BIG PLAYBACK—Sports

10:15 BOB KELLY—News

10:25 WEATHERMAN—Predictions

10:30 MEET MR. McNUTLEY—Comedy
Ray Milland stars as absent-minded professor.

11:00 YOUR HIT PARADE—Musical
Top tunes of the week sung by Dorothy Collins, Snooky Lanson, Russell Arms and Gisele MacKenzie.

11:30 TOM MERCEIN SHOW—Variety
Musical films and commentary

12:00 TOM MERCEIN—News

12:05 "HEROES OF THE HILLS"
MOVIE—The three Mesquiteers set out to reform prisoners by allowing them to work on a ranch instead of wasting years in prison, but a contracting firm tries to wreck the experiment. Bob Livingston, Ray Corrigan, Max Terhune.

TV at its best!

NOONTIME COMICS

starring

Johnny Coons

★ 12:00 Noon ★

WELCOME TRAVELERS

starring

Tommy Bartlett

★ 3:00 P.M. ★

CAMEL NEWS CARAVAN

with

John Cameron Swayze

★ 6:45 P.M. ★

WNBQ

NBC

CHANNEL 5

THE traditional sweater, the all-time love and classic of women's dress, returns to the fashion scene this year as news. Sweaters go everywhere from supermarkets to cocktail parties and, happily, seem at home in all places.

Roxanne, hostess of *Beat the Clock*, says she would rather put money into a good sweater than an expensive dress, because, "Sweaters last longer, never go out of style and they always are in good taste."

Roxanne models a coral wool sweater with navy checkerboard trim. The loose-fitting dolman sleeves are in the new three-quarter length and have turn-back cuffs. Her favorites also include a wool cardigan in pastel pink, and an Orlon cardigan with felt applique, patterned into petals and accented with pearls.

She suggests that a set of Peter Pan collars will do wonders for any sweater collection. A collar covered with felt flowers or beading can be snapped onto a cardigan to transform it into an evening jacket. Pearl or rhinestone buttons add another interesting touch to the cardigan. For an evening out, she often wears a pullover with ball fringe and a black velvet cummerbund.

For the budget-minded woman, Roxanne considers the new sweater look a dream. With an assortment of sweaters, a few basic skirts and a little originality, she can turn these into a full fall wardrobe.

(Sweater by Rosanna Knitwear)

in the cast

Durward Kirby: TV's biggest giveaway.

COMIC Garry Moore, forever on the prowl for gimmicks to add to his daytime TV pleaser, decided recently that it was about time he staged a stupendous giveaway. Scanning the premises of CBS's Mansfield Theater for the biggest item to give away, Garry's eyes went no further than his strapping six-foot-four-inch announcer, Durward Kirby. Big Durward, it was decided, would have to go.

As resigned to his fate as a latter-day Patrick Henry, Kirby was immediately made the subject of a contest: "Why I Want Durward Kirby For My Very Own." The housewives' reaction to "owning" Moore's wavy-haired sidekick for 48 hours was amazing. Five hundred entries poured in every day.

Started In Chicago

Actually, Durward's comic abilities were discovered years ago on the Chicago-originated *Club Matinee* which starred Garry and Ransom Sherman. Although he was billed as the program's announcer, Rance and Garry put Kirby through the same sort of comedy shenanigans he pulls off on the Moore show.

Durward uttered his first tone into a microphone as a student announcer at Purdue University. After graduating, he landed a job with a radio station in nearby Indianapolis. In Cincinnati and later in Chicago he built up a reputation as a competent commercial spieler and special events man and in 1941 Kirby won the H. P. Davis Announcer's Award.

Durward Is Versatile

When Garry made his TV debut on CBS, he asked Durward to "live it up" with him as on *Club Matinee*. Since then Kirby's announcing chores on the Moore show have really been secondary. As announcers go, he is easily the most versatile in the business.

Those thousands of letter writers who wanted to "own" Durward knew exactly what first prize meant. Not just Kirby, but Winston L. Mittenjuice, the wisecracking hayseed who thinks he's irresistible to women. Lots of others, too. An East Indian swami, an Italian chef, a quack doctor named Beebe. They're all Durward Kirby, one commercial announcer who found the perfect formula for getting strict attention: he went out and got an act.

No Pizza Pies

BOB & RAY'S HUMOR IS MILDER, MUCH MILDER

ONE THING can be said about the satirical team of Bob and Ray: they are hardly a household word. Possessed with a sly, tongue-in-cheek impudence and a healthy disregard for some of the more sacred items of our times, the spoofers have about the same general appeal that might be accorded a Bach fugue or a T. S. Eliot couplet. As one network official explained it, "What Arthur Godfrey's got, Bob and Ray ain't."

Even the hoards of star-struck bobby-soxers who can leaf through their smudged autograph books and show you signatures of the entire Aldrich family, every panelist on *Juvenile Jury* (including its alumni) and a few page boys to boot, will admit that two fellows named Bob Elliott and Ray Goulding have somehow escaped their attention.

Unless tipped off in advance, an uninitiated viewer watching the Bob and Ray brand of straight-face humor for the first time might just furrow his brow in bewilderment and switch channels. Other folks, who realize Bob and Ray are making exquisite fun of some of their favorite television performers, are apt to turn the dial in protest. Still others, who prefer their humor broader, don't care for Bob and Ray for the same reason they don't care for rutabagas.

The boys themselves realize that rating-wise they'll probably never crash the upper atmosphere popu-

lated by the Lucys, the Berles and the other chosen ones. Says Ray, perhaps a little too pessimistically, "I'd guess that only one person out of 80 likes us."

The guess seems to be a bad one. Bob and Ray don't have a tremendous following, but it is a decidedly loyal one and certainly not as sparse as Ray indicates. Most of the critics praise the boys. The trade itself considers them far more clever than most of the comics working the TV circuit. Their fans can quote them endlessly. At first NBC was thoroughly sold on the pair, despite the fact that prospective sponsors stayed away in droves. Relations between the boys and the network "steadily worsened," as they say in the trade, and recently they signed a contract with ABC.

Bob in earphones imitates Godfrey.

Bob (he's the shorter one) and Ray seem to derive most relish from kidding radio and television, their bread and butter. Cigaret commercials are among their pet targets. One memorable spoof was the "Forbush Frankfurter Test" in which four franks were disrobed of their casings to prove which was rounder, firmer, etc. Not only was "Forbush" a clear winner, but the makers of "Forbush Franks" debunked other frankfurter claims:

Bob (holding up a frankfurter): Frankfurter A claims to relieve gout, embolism, near-sightedness, itchiness and fleebus.

Ray: The makers of Frankfurter B claim it is kinder to the F zone—F for frank, F for furter. Yet 339 out of 340 physicians have testified there is no such zone.

Bob: "Forbush Frankfurters" claim nothing. Positive proof that "Forbush Frankfurters" are the best made.

For over a year Bob and Ray pounded away at cigaret comparison tests. Sample:

Interviewer (Bob): I see, sir, you are knocking a chip off the old block.

Ray (in carpenter's garb): That is correct.

Bob: Tell me, sir, have you ever seen me before or have you received any remuneration for this interview?

Ray: I have never seen you before nor have I received any remuneration for this interview.

Bob: Which chip off the old block would you like to knock off first—ours or yours?

Ray: I'll try yours first. (He proceeds to knock a chip off the block.)

Bob: Now, will you try our block, sir. (Ray complies.) Now, sir, you have knocked an old chip off your block and off our block. Which do you prefer?

Ray (enthusiastically): Oh, yours. Your chip flew more gracefully. And its milder—much milder.

The boys have run the gamut of soap operas, so that practically no soap is safe from their ribbing. Some of the Elliott-Goulding epics have unmistakable counterparts — *Mary Backstayge, Noble Wife; Hartford Harry, Linda Lovely, Helen Harkness, Sob Sister,* and *Mr. Trace, Keener Than Most Persons.* Although the sponsors of the show were none too happy, the cast of "Mary Noble, Backstage Wife," never failed to tune in the Bob and Ray parody of their show. The boys saw to it that even the plot lines were strikingly alike.

Ray in fright wig as dissolute heir.

Bob and Ray's take-offs on overstocked sales, special offers and kits for all purposes, have drawn a shocking number of serious replies. Listeners have written to "I Want to Keep Up With the Joneses," NBC, New York, to obtain a phony TV set equipped with antenna "to show off to your neighbors." They have taken the boys up on offers of cracked phonograph records ("they were dropped *just a few inches* off the delivery truck."), sweaters with the letter "O" on them ("if your name doesn't begin with "O" we can have it

Audrey Meadows joins Bob and Ray: when the sketch calls for a gal, Audrey's the one.

legally changed for you; sweaters come in two styles, turtle-neck or V-neck. State what kind of a neck you have."), deep freeze lockers, "deep enough to accommodate a family of four." The Kind Hunter's Kit was offered for "softhearted people who love to hunt but hate to kill." It contained bullets that drop to the ground and are packed with vitamins for the animals.

In an effort to find the right slot for Bob and Ray, NBC shunted the boys around, spotting them here and there. Some of the program switches were unfortunate ones.

The team's initial dip into TV was stormy. When the popular *Kukla, Fran and Ollie* were cut to 15 minutes, Bob and Ray were given the vacated spot. Which, of course, prompted outraged *K.F.O.* fans to brand the two radio comics as puppet-haters. They departed this early evening show a few months afterward.

When the boys finally landed a sponsor on a late-evening program, they ran into agency trouble or sponsoritis. It seems the men who sign the paychecks didn't dig their comedy stars and asked them to dish up a more obvious form of humor. "Throw pizza pies at each other," was one of the suggestions. After 13 weeks, when option time rolled around, Bob and Ray left the show by mutual consent.

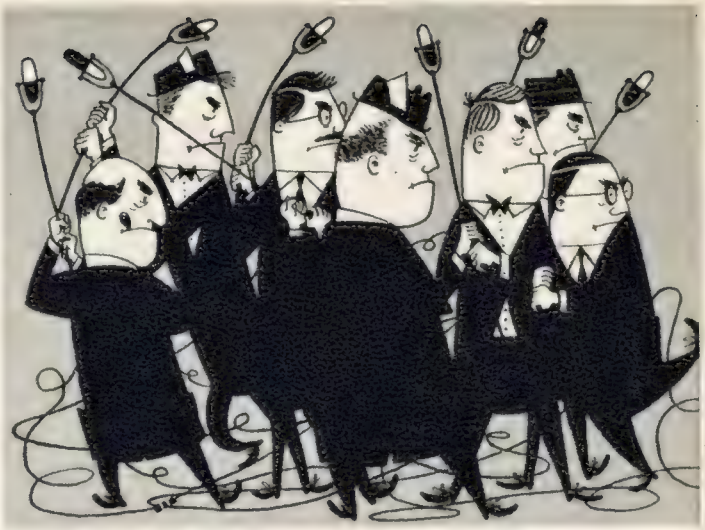
The team is probably best remembered for its regular guest stints on Dave Garroway's morning show, *Today*. Garroway, a B. & R. fan, would solemnly introduce the two and the boys conducted interviews, with Bob generally handling the straight lines and Ray providing the answers.

Although their own ratings are modest, Bob and Ray have no qualms about spoofing some of the TV performers who boast tremendous audiences. Their favorite target is Arthur Godfrey—or, as portrayed by Bob—"Arthur Strudley and His No Talent Scouts." Dressed in a sailor suit, a First World War aviator's hat and strumming a ukulele, Bob gives a devastating impersonation — complete with "by gollys" and informal Godfrey-type commercials for "Metchnikoff's Caviar Teabags."

Their take-offs on Ed Sullivan ("We've flown in from the Middle East for their first American performance the only two-man Arabian drill team in the world. Let's give the boys a warm New York welcome."); Ed Murrow ("See It Now and Then"); *Dragnet* ("Fishnet") and the *Stork Club* (Ray in a one-sided conversation with two store dummies), rank as unequaled TV satires.

Like caviar and rutabagas, Bob and Ray don't appeal to all tastes. But lots of people consider TV's top satirists as pretty wonderful fare. Now if the Elliott-Goulding fandom can only convince the right people that ratings don't mean a thing . . .

seeing RED



SPORTSCASTERS ANSWER RED SMITH ON THE GREAT CURVEBALL QUESTION

By Guy Lebow
Second Vice President, Sports Broadcasters Association

THE EXECUTIVE BOARD of the Sports Broadcasters Association, representing its 40 or more members, takes strong exception to an article authored by Sports Writer Red Smith in TV GUIDE.

Mr. Smith, in our opinion, has lashed out in an unwarranted, crass and, we would prefer to believe, unsolicited attack on the sportscasting profession. Because of his method of half-truths, distortion of fact and unbelievably irresponsible use of quotes, we feel he has questioned the integrity of each individual sportscaster.

The author starts off by uttering disdain for any baseball announcer who claims he can differentiate between an inside pitch, a curve or what not 200 yards away. The batter and pitcher, according to Mr. Smith, seldom agree what has been thrown. Here, Mr. Smith lacks the reporter's researching methods. Were he to dig deeply, he would discover perspective is a great factor in focus. Isn't it easier to estimate a dance pattern from the back of a theater? Why not then the curve of a ball or its relation to the batter from a distance? With his obvious desire to create confusion, Mr. Smith quotes a batter as saying he hit one type pitch and the pitcher saying he threw another type. Therefore, if these two differ, how, Mr. Smith asks, can the announcer presume to be right?

Editor's Note: In his TV GUIDE column, Red Smith marveled that a baseball announcer "maybe 200 feet" behind home plate could tell his audience whether a pitch was a slider, screwball or whatever. This is the sportscasters' side of the question. Next week: Red Smith.

Mr. Smith, at first glance, seems to make his point. But the truth of the matter is that most experienced ballplayers, questioned about a ball at which they had swung, preface their answer with: "I think it was . . ." Those few words, you will admit, change the entire complexion. Actually, if the batter could tell accurately what he was receiving, he would get a hit most every time. The baseball announcer sees the pitch after it has completed its mission: curved . . . sunken . . . or sailed.

Usually, the announcer has a "book" on every pitcher in the league he broadcasts. Let's say Pitcher Jones has a fast ball, curve and screwball. He's a left-hander facing a left-handed batter. His first pitch curves into the batter. Result: the announcer concludes logically this is the screwball. He follows this logicalizing in all reports he must make within seconds. But more, Mr. Smith sneers as he berates the broadcaster for daring to call a slider pitch.

It's miraculous, says Mr. Smith, when you discover many ballplayers are not at all sure there is a slider pitch. It's equally miraculous Mr. Smith does not know, or perhaps does not wish to tell, the whole story. And

the whole story is that an overwhelming number of players and experts do admit the existence of a slider.

For example, Frank Yeutter, Philadelphia baseball writer and former president of the Baseball Writers Association of America, in his book about Philadelphia Pitcher Jim Konstanty, calls him the greatest of all slider pitchers. Frankie Frisch and Rogers Hornsby, on a recent TV program, discussed the abilities of certain sliderball pitchers. And, writing for a sport magazine, Casey Stengel said there is a dearth of .300 hitters today compared to 20 years ago because today's young players have not learned to solve—yes, our good friend —the slider. Had enough?

How less ominous the average announcer would have been made to seem if Mr. Smith had admitted the practice of calling pitches originated with the great *sports writers* many years before the invention of radio, instead of being passed off as a poisoned brew dished up to make you, the listener and viewer, more susceptible to beer or cigarets.

Mr. Smith reaches an incredibly low level of journalism when he uses quotation marks around the phrase attributed to sports announcers: "If they can hear this, they're not watching, and what they can't see won't hurt them." Quotes, as every schoolboy writer knows, are used to narrate exact words—not the implication or approximate meaning, but the precise wording.

Which sports announcer, we ask, ever has made such a remark? To our knowledge, no one in the Sports Broadcasters Association, which includes almost every sportscaster and his writing assistant in New York City. It is damaging to every announcer for Mr. Smith to use quotes so wildly. Mr. Smith should name the specific announcer in fairness to all, but then it is obvious nothing in his article can be construed as fair.

For this article is unfair to the vast army of ambitious young men all over the country attending college and private classes, learning the business of sportscasting, striving hard to learn the sports, players and broadcasting techniques, training their eyes and minds for quick accurate assessments, dreaming of entering a dignified and respected profession, looking with understandable awe upon the decent men of the sportscasting profession who occupy high positions of acceptance with their public.

Mr. Lebow's statement is on behalf of these officers and members of the Sports Broadcasters Association: Joe Hasel, president; Sam Taub, first vice-president; Bob Allison, secretary; Len Dillon, treasurer; Bill Ackman, Larry Allen, Mel Allen, Sam Aro, Nat Ash, Judson Bailey, Red Barber, Buck Canel, Geoff Davis, John Derr, Jack Dillon, Jimmy Dolan, Don Dunphy, Bryan Field, Bob Finnegan, Jack Fraser, Major Al Frazin, Marty Glickman, Al Helfer, Russ Hodges, Harold Holtz, Ted Husing, Hal Janis, Paul Jonas, Frank Litsky, Stan Lomax, Bernie London, Ken Lydecker, Jocko Maxwell, Jack McCarthy, Dean Miller, Johnny Most, Harry Nash, Bob O'Connor, Bud Palmer, Kal Ross, Chris Schenkel, Vince Scully, Bill Slater, Tom Slater, Bob Smith, Bill Stern, Art Stockdale, Harry Wismer.

HOW TV LOOKS TO THE

They Like Adult Shows Better Than Network Kiddies Programs

By Marvin Epstein
Third Grade Teacher
Oak Lane Country Day School
of Temple University

THE eight-year-old youngsters in my third grade class prefer adult television programs to the ones produced especially as kiddies' shows. And my class is as representative a cross-section of children as Temple University is able to select in and around Philadelphia.

Boys and girls of Oak Lane Country Day School, which is a laboratory school of the University, come from homes of varying economic levels and are of different races and religious faiths. If the likes and dislikes of this cross-section of children are similar to those of children in other parts of the country, the television industry should do some program reshuffling.

Situation comedy shows, *My Friend Irma, Date with Judy, Stu Erwin, I Married Joan,* along with *I Love Lucy,* are the children's undisputable favorites. There are 19 children in my class and they turned in a total of 140 written reports on the programs they liked best. Of the 140 reports, 46 were on situation comedies. No one turned in a report on *I Love Lucy* because that program was discussed in class and the children agreed unanimously that they liked it.

These children said during our discussions that they don't like variety shows except Milton Berle's *Star Theater,* vintage of '52-'53. However their written reports reveal that they do indeed like certain other variety shows: the ones that satisfy the same appetite as comedies, westerns and adventure programs.

In their reporting the boys and girls did not miss many of the comedy programs beamed into the Phila-

Critics at work: the author and his students discuss TV program qualifications.

THIRD-GRADERS

delphia area. Included in this list of favoritès are *Mr. Peepers, The Nelsons,* and *Date With Judy.* This type program apparently has two things that attract the children: from program to program the TV characters are familiar although the things they do are varied, and they do many things that the children themselves would like to do or have happen in their family group or small world.

All the children liked *Milton Berle's* 1953 series. They look for "the funny parts with Milton and Maxie."

When the youngsters were asked when they began to like *Milton Berle,* unhesitatingly they said, "When Maxie came on." This change of format made the show more like their other favorite comedy programs.

SHOW PREFERENCE CHART

Type of Show*	Order of Preference	Number of Written Reports
Detective & Mystery	6	11
Comedy	1	46
Plays	7**	6**
Variety	2	21
Quiz	8	5
Westerns	3	20
Puppets	4	16
Adventure	5	15

Note: * The children turned in no written reports on the following classifications — Musical, Interviews, News, Sports, Love.
** MAMA was the only "Play" mentioned in the reports.

The other variety shows that have the children's interest are *Arthur Godfrey, Red Skelton* and *Red Buttons.* They have the same common denominator of appealing humor. The youngsters say, *Red Skelton*—"Red makes such funny faces," "It's funny." *Red Buttons*—"He plays like different people," "Red pretends to be a little boy." *Arthur Godfrey*—"I like the jokes and some singers," "It's funny," "Arthur's funny."

The excitement of *You Asked For It* makes for the other notable exception in the variety group. (As many children handed in written reports on this show as for the other three combined.) The children say, "There are dare-devils," "They have exciting things," "They show hard things to do," "There are people who do amazing things."

Western, adventure and mystery programs (they see many of the ones shown at a reasonable hour) provide the blood and thunder that children from time immemorial have sought. This is what they say about some of these shows: *Roy Rogers*—"It has adventure to it like a mystery," "Roy's dog is helping people." *Lone Ranger*—"It is exciting." "Tonto gets into trouble and the Lone Ranger gets him out," "The mask." *Ramar of the Jungle*—"It is exciting," "They go different places," "It's right in the jungle," "Ramar is helping people."

By vote and reports puppet shows do not fare badly. They say *"Howdy Doody* is interesting because it is full of fun. He shows the old-time movies —I would like more movies, and Howdy Doody is always getting in trouble." They like "Clarabelle and Mr. Bluster," and say, "The fancy names are funny," but it is "Babyish," and "It is too silly." *Kukla, Fran and Ollie* is "always different."

Quiz shows? *Beat the Clock* is "interesting," "funny," and "they do a lot of stunts." *Strike It Rich*—"Poor people win money."

The expressions about TV by this one group of boys and girls seem to substantiate that which psychologists and educators have known for a long time: for passive entertainment eight and nine-year-olds like adventure, mystery and detective stories, dramas of domestic life, slapstick and adult comic programs.

Howard Freeman scans documents as Harrison Dowd and Barbara Winchester look on.

PROGRAM OF THE WEEK

SoundStage

WITH the antics of the *Aldrich Family* apparently having run their course on TV, sponsors of that show recently replaced it with a new series of live, half-hour dramas. The new program, titled *Campbell TV SoundStage,* is sometimes good and sometimes bad but generally rates a look-in by fans of TV drama (NBC, Friday nights).

Like all TV shows which feature different casts and a different story each week, *SoundStage* is subject to the ability of its writers. And since TV has just about exhausted the supply of available one-act plays and short stories which might be adapted, it must depend almost entirely for story material on originals written especially for the show. There's where the difficulty enters.

Either the program's budget will not permit the hiring of better writers or else the producers think they can gamble with weak scripts. Whatever the reason, several of the stories spotted thus far on *SoundStage* would hardly have done credit to a Hollywood "B" movie. There is the same stilted emphasis on pseudo-psychological themes, pseudo-sophisticated farce and semi-suspense tales.

A recent story, for example, was a murder mystery set in a psychoanalyst's office. The script violated every tenet of good whodunit writing by telegraphing the climax within five minutes after the opening curtain. It was so obvious that it hurt. Another story dealt with a wife's endeavors to remake her husband's character and the ensuing troubles. Where have we heard that one before?

The actors appearing on *SoundStage* are mostly well-known TV performers who have learned the medium the hard way—by working in it week after week. They often are able to inject real quality into the show. Settings, camera work and other technical credits are good.—*R. S.*

DOWN YOU GO

Dr. Bergen Evans: wit, charm and humor.

DOWN YOU GO is one of the few TV "sleepers" of recent years. It cropped up unheralded on the Du Mont network, and almost immediately was hailed as a new departure in TV panel programs, offering erudition as well as entertainment. (Du Mont, Friday nights.)

Not the least of the program's innovations, but certainly one of the chief reasons for the program's success, is its moderator, Dr. Bergen Evans. Dr. Evans is a professor of English at Northwestern University. But far from being the traditional absent-minded professor, he has considerable wit, charm and humor, all of which he projects to TV viewers.

The game itself is a simple word-guessing contest. Originally, the program tended to emphasize quotes from classical plays, little-known titles, etc. Recently, in an apparent effort to broaden the show's appeal, the panelists have been given easier quotes, some of the pun variety.

Sitting on the panel are Francis Coughlin, Toni Gilman, Carmelita Pope and Robert Breen. The two distaffers have brains as well as beauty, and the male members often surprise with their seeming wealth of knowledge about remote subjects.

Down You Go originates from the studios of Du Mont's affiliate station in Chicago.

FINE TUNING By OLLIE CRAWFORD

UNDERWATER television sets shown in London. The channel they get best must be the English Channel.

•

These sets could be just the thing for sunken living rooms.

•

The sets cost $19,600 each, which is enough to sink most of us. The new set is sort of a Davy Jones' Looker. Instead of taking soundings, it will enable the British to take lookings. Television sets have been in some pretty tough dives, but nothing like this. Where these sets operate, the No. 1 tune on the *Hit Parade* is "Fifteen Men on a Dead Man's Chest."

TV sets now have demonstrated that they can operate in fresh water, salt water or seltzer water.

•

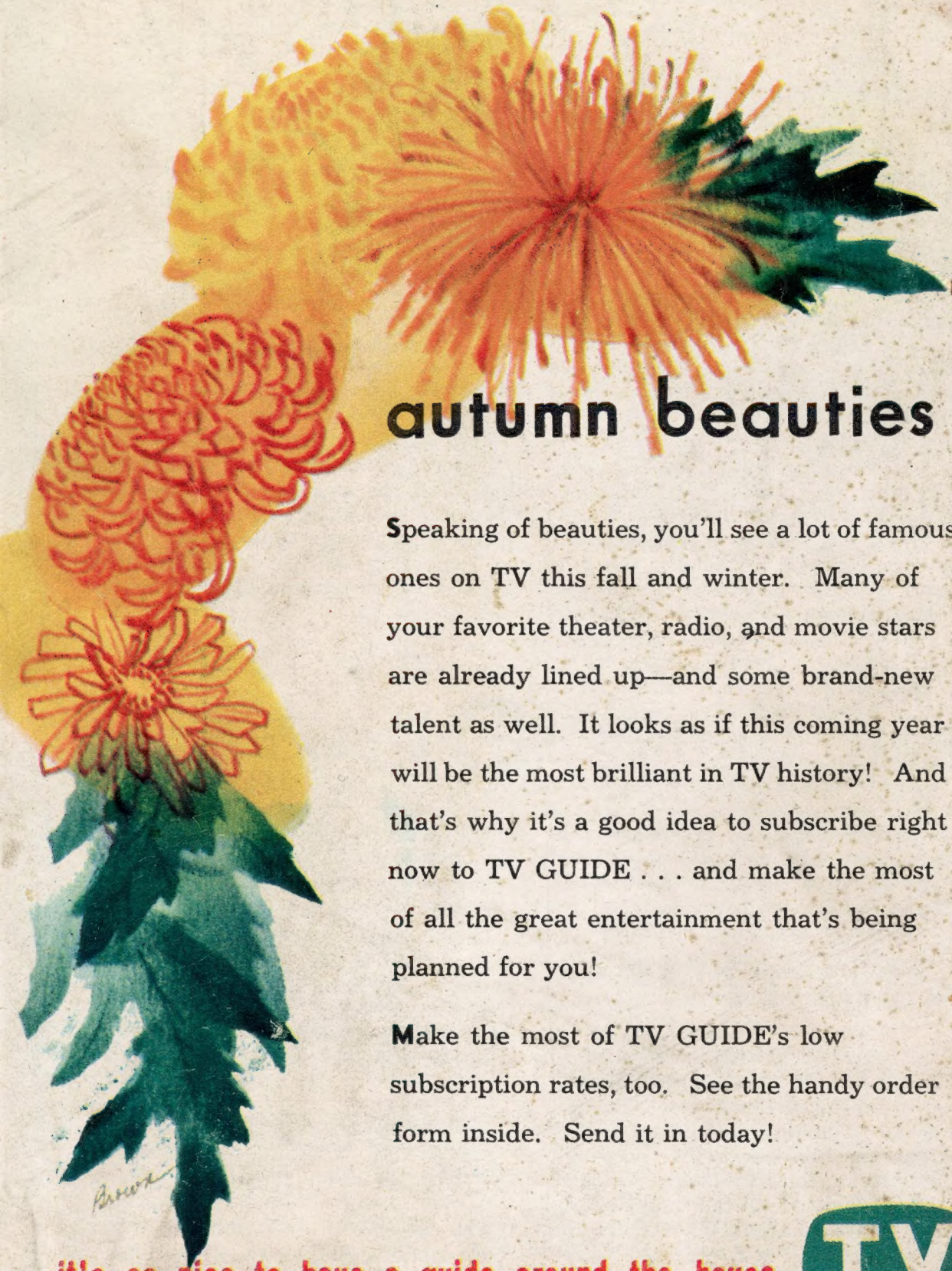
Perry Como sang: "Put your arms around me, honey, hold me tight," and two days later he got a fan letter from an octopus. They polled the mackerels on their favorite show and it turned out to be "I Love Loose Sea."

•

The next step will be a sea-going version of the Ezio Pinza show called *Bonito*.

•

The fish are a little wary of TV. They keep hearing that a Fisher with a *Dragnet* will pull them to Shore.



autumn beauties

Speaking of beauties, you'll see a lot of famous ones on TV this fall and winter. Many of your favorite theater, radio, and movie stars are already lined up—and some brand-new talent as well. It looks as if this coming year will be the most brilliant in TV history! And that's why it's a good idea to subscribe right now to TV GUIDE . . . and make the most of all the great entertainment that's being planned for you!

Make the most of TV GUIDE's low subscription rates, too. See the handy order form inside. Send it in today!

it's so nice to have a guide around the house

TV GUIDE